

Virginia marketing firm finds new home in Marco

BY DON MAILLEY • DMAILEY@NEWS-PRESS.COM • MARCH 3, 2010

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MindZoo: A creative mind that unceasingly generates unique and useful ideas. A direct-marketing firm that specializes in projects targeted to a specific demographic, or special events or lifestyle changes in consumers' lives, primarily for nationally known companies.

That in a nutshell describes Mindzoo and its founder, president and driving force, Randy Jones.

He recently shifted the home base of the company he started in his kitchen in 2001 from suburban Washington, D.C., to Marco Island.

MindZoo's client base is littered with names heard daily, among them The Washington Post, Walgreens, Geico, Pier 1 Imports, JC Penny and Pep Boys.

Jones' approach is decidedly hands-on.

Not only does he immerse himself in promoting the company and securing clients, he also serves as a creative director, writing copy and overseeing the look and direction of each campaign.

"I want to be the driving force behind the creative product we put before the public," said Jones, 47, who resides in the Fiddlers Creek development, located near Marco.

The company's portfolio includes such marketing campaigns as:

- An effort to attract new subscribers for major metropolitan newspapers via mailers to recent movers. The mailers also contain promotional material for retail products and services.
- Key "life events" promotions, including one for JC Penny's Dorm Shop division aimed at teens entering college.
- A program for Pier 1 directed toward newlyweds setting up a new home.
- A Memorial Day sale for Pep Boys.
- A Geico campaign appealing to the college-age auto insurance customers.

Imagination

The MindZoo name is essentially a metaphor for the fertile imagination of the upbeat, energetic Jones, whose conversation turns to humor.

Back when the company was in the planning stages, he was chatting with a friend about what name to use.

"He said, 'Why do people buy from you, why do people work with you?' And I laughed really hard because I immediately knew the answer," Jones said.

People had long commented about his "wacky creativity" and "wild, out-there creative process," he said.



Randy Jones moved his marketing firm from suburban Washington, D.C. to Marco Island. (Don Manley/Marco Sun Times)



Randy Jones started his marketing company, MindZoo, in 2001 on his kitchen table in Leesburg, Va. (DON MANLEY the sun times)

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