

Products and Services

Brand and Product Management, Strategic Planning

Strategic planning and consulting

- Planning and research
- Communication plans
- Product positioning
- Brand audits and analysis
- Research analysis and reporting
- Competitive research and analysis
- Focus group planning
- Survey development and implementation

Brand modeling and development

Product naming and persona building

In-house department and capabilities building

Public Relations, Internal Relations

Press releases

Media advisories

Promotions

Media relations

Media training

Radio and television tours

Event planning and publicity

Internal employee communications

Internal meetings, summits, and workshops

Consumer relations

Media opportunities/briefs

Pitching and placement

Positioning

Networking strategies

Speaker bureau development

Crisis Management

Speechwriting

Grass roots

Investor and Stakeholder Relations

Annual and quarterly reports

Financial media relations

Shareholder presentation and speeches

On-line and multimedia IR content

Development and Sales Strategies

Lead generation and research

Sponsorship and partnership building

Communication-sales integration

Sales meeting content and strategies

Database building

Marketing, Advertising, and Promotions

Print and Internet

- Print advertising
- Identity and collateral brochures
- Logotypes and standards
- Publications and periodicals
- Outdoor and transit advertising
- Campaign collateral
- Reference and gallery books
- Sales material
- Web sites and multimedia
- Internet advertising
- Search engine strategies and advertising

Broadcast

- Radio advertising
- Television advertising
- Video and film production
- Podcasts, blogs, and viral marketing

Direct marketing

- Direct mail concepts and production
- Mailing logistics and follow-up
- E-marketing systems, CRM

Exhibits, tradeshow, displays, events

- Trade show/meeting planning
- Permanent and traveling exhibits
- Kiosks and interactive displays
- Signage and way-finding
- Targeted event invitations
- Event promotions
- Display/POP design and production
- Product packaging

Multimedia

- Web sites, Micro sites
- Web blogs and bulletins
- Online content
- CD-ROMs, DVDs, and other interactive formats

Media

- Media planning and managements
- Media measurement and analysis
- Media placement and negotiation

Content development

- Speechwriting
- Creative and technical writing
- Wikipedia articles
- Brainstorming workshops and guidance