



A Credentials Overview

Presented by:

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- Key Facts
 - Part of global network established in 1993 in Paris
 - US presence across three key regions
 - Eastern, Central, Western
 - 700 people in 22 countries
 - 120 in U.S.
 - Five practice areas:
 - Health Care
 - Food/Nutrition
 - Lifestyle Marketing
 - Advocacy Brands
 - B2B
 - Governing member of Word of Mouth Marketing Association



Our Structure

One Team, One Voice, Two areas of expertise



Corporate Communications & Public Affairs

- Corporate Identity & Brand Design
- IR & Financial Communications
- Government and Public Affairs
- Crisis Communications & Issue Management
- Corporate & Institutional Advertising
- B2B & Corporate Public Relations
- HR & Internal Communications

Brand Communications & PR

- Brand Identity & Design
- Consumer Marketing
- Product PR
- Word-of-Mouth
- B2B Communications
- Brand Issues & Crisis Management



What We Do




Our Winning Formula

Persuasive power + Creative soul = Bold results

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How We Build Brand Advocates

- Holistic offering
- Virtual teams
- Specialists in buzz
- Deep knowledge of consumer
- Award-winning creative resources
 - Publicis Dialog
 - Masius
 - Carre Noir
- Focus on link between brand and corporate behavior

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The Expertise We Offer

Identity:

- Strategic Planning
- Brand Positioning
- Corporate Identity
- Brand Architecture
- Brand Guidelines

Image:

- Content Creation
- Corporate and Institutional Advertising
- Brand Launches
- Consumer and B2B Marketing
- Special Events and Promotions

Reputation:

- Community Relations
- Corporate Social Responsibility
- Crisis and Issues Management
- Government and Public Affairs
- IR and Financial Communications
- HR and Internal Communications
- Research and Monitoring

Relationships:

- Consumer Marketing
- Brand PR
- Influencer Relations
- Media Relations
- Online Communications
- Word of Mouth

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Our Focus

Consumer and business-to-business brands
that make lives better

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Track Record in Food and Nutrition

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Experience Targeting Women and Men with Health Messages

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Track Record in Sports Partnerships

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Track Record with Lifestyle Brands

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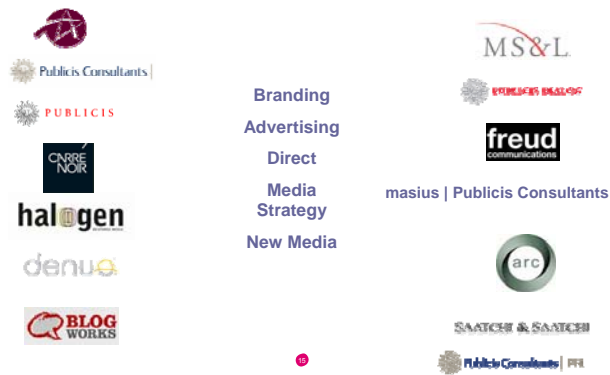
Track Record with Business-to-Business Brands



Diverse Advocacy Relationships



Our Publicis Partners



Quality and Measurement

How We Measure Success

- **Multiple Approaches**
- **i to i Tracker**
 - Unique system to measure the "PR Aware" vs. the "Non-PR Aware"
 - Tracks campaign success in reaching target and achieving objectives
 - Demonstrates a return on PR investment
 - Adaptable for media targeting and DTI outreach
- **CARMA, Nielsen/BuzzMetrics**
 - Track message delivery and share of voice

How We Ensure Quality Control

- **The PC | PR Way**
- **Comprehensive Client Service Protocols**
 - Systems, quality control procedures introduced to all employees at orientation
 - Taught by Publicis employees so everyone "lives" the vision
 - Monthly staff training
- **Formal Account Reviews**
 - Twice annual review meeting to supplement informal ongoing feedback



Thanks
Gracias
Merci
Danke
Grazie
Dank u
Dziękuję
□□□□
Ευχαριστώ
Teşekkürler

