

OVERVIEW — CONSUMER

ABOUT SCHNEIDER ASSOCIATES

Founded in 1980, Schneider Associates is an independent public relations and marketing communications firm headquartered in Boston. Recognized as a leader in conducting innovative, multi-faceted launches for products, services, companies and communities, Schneider Associates helps clients create and sustain visibility in an increasingly crowded and competitive marketplace.

That's the short form.

What you really need to know about us is how we approach your business, and prevent you from ending up on page 10 of Google.

We've turned the one-dimensional, let's-see-how-many-press-clippings-we-can-get business model into a sophisticated marketing communications industry that crosses all kinds of barriers, both technological and generational. Don't get us wrong, media relations is the bedrock of all our campaigns, but today, there are so many more ways to deliver your messages beyond traditional media. We like exploring new media territories – and you will too when you see the results.

Whether we're launching new products, services, companies or communities, handling a crisis or orchestrating a special event, our motto is 'give us a piece of business, you'll see what we can do - and then you'll give us more.'

And the beauty of this approach is that our client's businesses keep growing. How cool is that?



WORLD.COM PUBLIC RELATIONS GROUP

WORLD.COM Public Relations Group is the world's leading network of independently owned public relations counseling firms, located in almost 100 cities, 50 countries and on six continents. As a WorldCom Partner, we offer our clients national and international presence and clout – benefiting from our partners' local knowledge and global experience.

www.WorldcomGroup.com

ABOUT CONSUMER

Today, more than ever, communicating with consumers is about creating a dialogue.

No longer passive viewers, today's consumers are generating their own media. They're texting, blogging, chatting, posting, tivo-ing, uploading, downloading, video casting, exchanging information and ideas - and changing the world in the process. Your mother is probably online right now. Your grandpa e-trades.

Are you ready?

Schneider Associates is a multi-disciplinary strategic communications firm that's evolving as communications change. The bedrock of all our consumer marketing is research and media relations, so we know the market and the best way to get your message across. We keep everything in context - cultural anthropology is a term you'll hear a lot. We bring a finely honed creative edge to everything we do. And ideas. Lots and lots of ideas.

These days, you have to get up pretty early just to keep up. At Schneider Associates, we're champion sprinters and we're available to our clients 24/7.

CONSUMER SERVICES

Our professionals have diverse skill sets and educational backgrounds, as well as expertise in a variety of disciplines. With our integrated approach and strategic perspective, we can help you reach your goals.

- Consumer Product Launch
- Media Relations
- Media Training
- Special Events/Grand Openings
- Influencer Outreach
- Web Sites/Collateral Materials
- Spokesperson Identification
- Partnerships/Alliances
- Retail Marketing
- Cause Marketing
- Marketing Promotions
- Internal Communications
- Crisis Management

CONTACT US

We look forward to talking to you about how Schneider Associates can help your company stand out in today's crowded marketplace. It's what we do – and love.

If you would like to learn more about our consumer services, please contact Julie Hall, EVP/Partner at:

Schneider Associates
2 Oliver Street
Suite 901
Boston, MA 02109
Phone: 617.536.3300
Fax: 617.536.3180
Email: jhall@schneiderpr.com