

OVERVIEW — CREATIVE SERVICES

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 CREATIVE SERVICES

In the hive that is Schneider Associates, that buzz you hear is coming from Creative Services. This is where research, strategy and creative thinking come together and marketing vision comes to life. Whether it's advertising design, blog development, video production, interactive design, event signage, brochures or a stationery package – Creative Services does it all.

Our team of designers understands our clients, knows their graphic standards and develops brand design that complements our communication and product launch strategies. It's seamless.

We know you don't always have the time to train and deal with a Web company, an advertising agency or other creative marketing services. So we do that for you. We also serve as the creative/marketing department for companies that don't have their own groups. Just as easily, we can work with a client's existing advertising agency, Web designer or marketing department.

We're team players and we play well with others.

SERVICES

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

- Branding & Messaging
- Social Media Design
- Interactive Design
- Graphic Design/Collateral Materials
- Advertising Design
- Web site Design

CONTACT US

We look forward to talking to you about how Schneider Associates can help your company or project 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 Patrick Richardson, Director of Integrated Marketing at:

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