

# OVERVIEW — LAUNCH PR

## 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](http://www.WorldcomGroup.com)

## ABOUT LAUNCH PR

Our obsession with B2C and B2B product launch began in 2001. In partnership with Boston University, Schneider Associates conducted the first ever study to examine how marketers launch new products. The result? The groundbreaking book, *New Product Launch: 10 Proven Strategies*, and Launch Public Relations®. Launch Public Relations is our proprietary, multi-disciplinary process that successfully propels new products and services into the marketplace and sustains them beyond their introductory period

Launch is the signature of our agency, and what differentiates us from other PR and marketing communications companies. We view launch in the broadest possible sense, and apply the lessons we've learned from marketing new products to all our practice areas.

- Schneider Associates hosts [launchpr.com](http://launchpr.com), a blog that provides thought-provoking launch ideas and proven tactics for a successful product launch.
- In association with Mintel and IRI, we publish the annual Most Memorable New Product Launch Survey to identify the year's most memorable products. Our Most Memorable New Product Launch Survey is often quoted in the media, industry reports and online as an authoritative source on new product introductions.
- Schneider Associates conducted the *Schneider Business-to-Business Launch Study*, which identifies 10 lessons B2B companies can use to improve their launch success. This research was conducted in collaboration with the Center for Business Innovation at Babson College.
- Joan Schneider speaks frequently on launching new products to major corporations and conducts workshops on the launch process. For more information about engaging Joan as a speaker on launching new products, contact [info@schneiderpr.com](mailto:info@schneiderpr.com).

Our launch process has introduced hundreds of products to the marketplace, delivered more than 20 million square feet of mixed-use space, and proven that the savvy use of social media can start a buzz and keep it going.

Joan Schneider, founder and president of Schneider Associates, is a nationally recognized expert on product launches and author of the groundbreaking book *New Product Launch: 10 Proven Strategies*. She is a frequent speaker at companies, educational forums and professional organizations and is currently writing her second book, *The New Launch Plan: 152 Tips, Tactics and Trends from the Most Memorable New Products*.

## RESEARCH

It started with *New Product Launch: 10 Proven Strategies*, a how-to book that identifies the most effective strategies for product launch success. The book is based on academic research and more than 25 years of product launch experience.

That was 2004. Now, Joan Schneider is currently writing her second book on launching new products, *The New Launch Plan: 152 Tips, Tactics and Trends from the Most Memorable New Products*. We're also publishing e-books, white papers and reports on a variety of topics.

- Download our [Public Affairs White Paper: Getting Your Project Elected](#)
- Download the [New Product Launch Report from Schneider Associates / Boston University](#)
- Download our [Business to Business Launch Survey with Babson College](#)
- Visit our LaunchPR blog at [www.launchpr.com](http://www.launchpr.com).



## 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 have any questions or comments, or want to learn more about Schneider Associates, please contact us.

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