



PUBLICITY & MEDIA RELATIONS

Strategic Planning · Pre-Campaign Media Audit · Pre-Campaign Customer/Prospect Research · Editorial Opportunities Charting · Media Database Development · Media Training · Press Materials Development · News Optimization and Distribution · News Conference · Media Event · Media Tour · Online Newsroom · Media Contact · Product Sampling/Testing · Media Coverage Monitoring/Evaluation/Reporting

Media Coverage Matters

The most respected and valued brands are built on publicity. Both traditional and online media coverage – particularly that which establishes an organization’s leadership position – not only reaches the masses, but carries with it the integrity and credibility of the media reporting the story. In short, it has been prescreened, scrutinized and authenticated by experts.

As a result, it is received with an open and believing mind, making it one of the most – if not the most – powerful marketing tools available.

Publicity & Media Relations (PMR) is a cornerstone service of Sweeney. We employ it to launch new companies and new products, to revitalize established ones and to build and protect relationships and reputations.

USE PMR TO:

- Generate traditional and online media coverage and increase visibility.
- Increase Web site traffic.
- Promote your brand and solidify your leadership.
- Excite stakeholders and strengthen loyalty.
- Support sales and achieve growth.

Like our media counterparts, we take publicity very seriously. Every campaign is rooted in research and strategic planning that is critical to creating PMR initiatives that build awareness, establish credibility, accomplish critical marketing and sales objectives and launch brands.

Once a campaign foundation is established, we focus in on creative ideas and solutions (sometimes traditional, sometimes revolutionary), train spokespersons, develop and distribute news materials, contact the media, conduct media tours, hold press conferences, develop feature articles, and track and evaluate results.

More. Better. Higher.

What we do – the unique service we provide – gets meaningful results. Not just more coverage (which we deliver). Not just better quality coverage (we reach the right audiences through the best traditional and online media). But also higher value coverage that effectively communicates key messages and communicates leadership positions.



from the publishers of Packaging World

ShelfImpact!™

The digital publication for packaging design and marketing



Publicity & Media Relations Experts

Sweeney is a full-service marketing and public relations firm with exceptional publicity and media relations skills and more than 20 years of in-the-trenches experience. We help our clients plan, implement and measure the impact of their publicity and media relations campaigns.

Our approach is thorough, creative and powerful. Our start up is immediate. Our writing and pitching skills are rock solid. Our track record for securing quality and quantity coverage is legendary. And our ability to evaluate the total impact of our efforts is invaluable.

This is business; it's not personal.

Media contacts – journalists, reporters, editors, publishers, columnists, hosts – are smart, objective, ethical and responsible. They are professionals. They will not run a story unless it merits coverage.

We know how to work with the media. We understand their needs and interests. We know how and when to get them a story ... and when not to waste their time. We know how to establish and maintain productive, professional relationships.

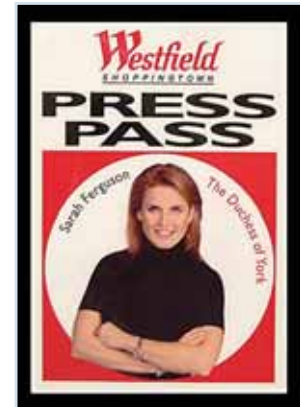
Publicity & Media Relations Experience

Since the establishment of Sweeney in 1986, our firm has been actively involved in the development and implementation of high-impact publicity and media relations projects for a wide range of clients, including:

- Assurant Preneed
- Avery Dennison
- Corporate United
- First Federal of Lakewood
- Gasco
- The Housekeeping Channel
- Junior PGA Championship
- Magic American
- Natural Magic
- OneTIME Wood
- Outdoor Power Equipment Institute
- The Price Club
- Proforma
- Russell Hobbs
- Stone Care International
- Summa Health System
- University Hospitals
- Walgreens
- WearEver
- Webb/Mason
- Westfield Shoppingtowns
- The Wholesale Club
- Wonder Tablitz

"Well we did it! ... Radio even. ... Thank you for all your work and attention to detail."

Sarah Ferguson
The Duchess of York
Westfield Shoppingtowns



"Whether opening a warehouse in Chicago, announcing annual financial results to the Wall Street press, developing editorial materials and scheduling interviews, or managing a cooperative publicity venture with a California-based vendor, Sweeney has consistently met or exceeded our goals to build community support and store traffic through a wide range of marketing communications activities implemented in a cost-effective environment."

John F. Geisse
Founder and Chairman
The Wholesale Club

"Cleveland WEWS TV5, WJW FOX 8, WOIO 19 and WUAB 43 gave the Westfield Junior PGA Championship significant time. ... There's only so much of that time for golf and we made the cut during British Open week. Sweeney worked very hard on our behalf on media relations ... and they do a great job for us."

Gary Christy
Director, Marketing/Communications
Westfield Insurance

"I just spoke with Carolyn (Good Housekeeping editor) and the article will be featured in the November issue. Carolyn has already used both our Grout Pen and Ceramiclean, and was very impressed with both products. Kudos to Sweeney. This is great placement for the products."

Adam Pearlstein
National Sales Manager
Homax Group