

## **Why we are one of the best PR Agencies on the Planet?**

### **Beyond Talk**

Frankly, we're not like other agencies. We focus on absolute results, not hourly-billing, sluggish PR processes typically offered by firms, which have yet to figure how to get out of their own way.

That's right, we don't bill by-phone-call. No surprises here. We've been there, we've done that. In this new Business 2.0 climate, streamlined, agile and extremely efficient is the way to succeed. This has greatly influenced the way we do business. With key PR associates positioned throughout the media grid, Elevator Communications is connected by every 21<sup>st</sup> Century communications tool and web-driven metric on the planet. We're virtual, responsive and highly efficient. And, we get results.

Our clients like it that way. So will you.

### **More Than Just The News**

An email comes in from the New York Times. They want to interview our client. They've responded to a creative feature story idea we wrote and sent to the reporter. Odds are, the story isn't simply about "news". We're former journalists, we develop compelling story angles that grab media attention.

From this point we manage the entire process, from setting the client/reporter interview to submitting photos and visuals with follow up. It's all in a days work at Elevator. We've done these thousands of times. In fact, we placed over 700 published media stories and articles for our clients in 2007, alone. Okay, a few PR awards, too, but who's counting.

### **It's Who You Know – And What You Know**

We know reporters, hundreds of them across the media grid. We work with them all, every week, despite over saturated pitching by others. They know us by name, but, most importantly, by our reputation for creative, relevant stories that help them publish great articles. Trusted, symbiotic media relationships get you the ears and eyes of the media world. And that gets our clients a stronger bottom line.

Elevator PR is a good start to the top. Next stop, Marketing.

### **Creative Juice Marketing**

For us, marketing is as good as its impact on real people—its ability to impact behavior, leads to action and inspires word of mouth advocacy. Whew, sounds good doesn't it? This is Gospel, folks. But it's simple to say, good creative drives your business's brand, and ultimately, revenue. That's right, Creative. Whether it's a creative business strategy, or creative copy in your web ads, marketing any business starts with a strong Creative approach.

Our approach to any engagement, though, starts with an audience deep dive; understanding your target and identifying the people with the biggest impact on your business. That's true whatever the audience. Employees. Business partners. Consumers. And, critical constituencies in key markets.

Elevator creates experiential marketing opportunities that get results. Our experiential building blocks combine a unique array of capabilities that enables us to help clients tap into every consumer touchpoint.

Our client successes and the business reputation we've come to rely on come from the most important component for driving business: Creative Juice

## **Evaluate**

What impact have we made on the brand and the business? How can we be more effective?  
Outcome: ROI and ROE (return on experience) measurement. Yes, we take our own temperature during engagement, as well as how effective our strategy is performing. Regardless of what business channel or marketing tool we employ, it's all about measurement.

We'll see you in the Elevator at the Services Floor.