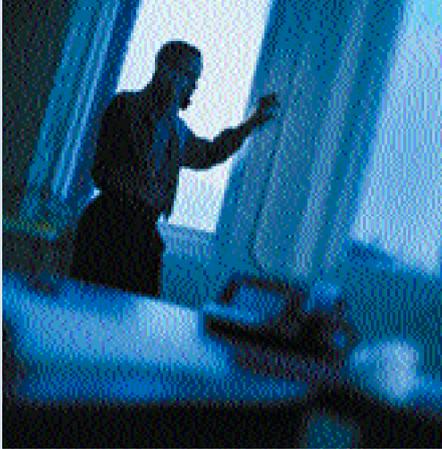




Why the story matters.



PR

**STRATEGIC MARKETING COMMUNICATIONS**

corporate communications

media relations

content development

metrics and research



#### Key practice areas:

##### Technology

- hardware
- software
- Internet infrastructure
- security
- e-Commerce and m-Commerce
- wireless

##### Telecommunications

- equipment manufacturers
- service providers

##### Health Care and Life Sciences

##### Business-to-Business (B2B)

##### Consultants and Service Providers

##### Consumer Services and Personal Technology

##### Venture Capital

##### Travel and Transportation

##### Semiconductors

##### Financial Services

##### Publishing

##### Education and Nonprofit Organizations

##### Food and Beverage

#### Key Services:

##### Corporate Communications

- National and Business Media
- Strategic Planning
- Executive Visibility
- Positioning, Branding and Strategic Messaging
- IPO Communications
- M&A Communications
- VC Communications
- Crisis Communications

##### Media Relations

- Feature Story Placement and Pro-active Pitching
- Regional Media Strategy
- Industry Media Strategy
- Opinion Leader Relations
- Media Tours
- Executive Media Training
- Product Launches, Product Positioning and Reviews
- Press Conferences and Webcasts
- Ongoing Media List Development

##### Content Development

- Press Releases
- Media Kits Assessment and Development
- Web Site Content Assessment and Development
- Executive Speech Writing
- Multimedia Presentations
- Bylined Articles
- Video News Releases
- Radio News Releases

##### Metrics and Research

- Monitoring, Assessing and Measuring Results
- Trend Analysis

## Business Communications

Strategic, Creative, Accountable and Results-oriented

No matter what the economy brings, businesses can predict a few things. The pace of business will not decelerate, your competition will not desist, and the challenge of communicating with key audiences will not diminish. To succeed today, communications programs must be relevant, consistent and flexible. Now more than ever, they must also be accountable, bottom-line focused and must generate short-term results as well as meet long-term business objectives.

How do you accomplish this? By understanding and effectively telling your story—the foundation for branding, integrated strategy and bottom-line results.

### Why the Story Matters

Regardless of the communications objectives, the process begins with understanding the client's story, its motivation and objectives, and its plan for achieving them.

Our focus on the story helps us across the range of PR assignments, but especially in dealing with the media. The reason: while strong media relationships may help secure interviews, given the very competitive and aggressive media environment, stories that are not compelling or relevant will not generate ink.

For successful media relations, we must think like journalists. We must understand how they work and what they need: compelling, timely stories that will interest their audience with information and insight unavailable elsewhere. We also talk to reporters, editors and producers daily, pro-actively pitching stories and uncovering the stories and trends they're pursuing.

Combining journalism, business and PR agency backgrounds, we can help you find, develop and tell your story. We develop comprehensive programs, supported by story angles, to deliver results tied to your business goals.

Our senior media specialists can:

- successfully target the right reporters and media outlets.
- evaluate story ideas in terms of whether (or not) they will interest target media.
- offer alternative suggestions to achieve your goals.
- provide reporters with what they all ask for: context—the deal's valuation; the company's strategy; its implications for the industry; the product's benefits, not just its features, etc.—in other words, why the story matters.



### Story Angle Formula

- + a unique business model and/or business strategy
- + a snapshot of an industry
- + an interesting company culture or executive character
- + an interesting corporate or individual customer using the product or service (focusing on benefits, not just features)
- + a new trend and/or timely element that's relevant to readers or viewers

= a good story

We are dedicated to providing thoughtful, personal attention to our client base of emerging and mid-size companies as well as divisions of large corporations.

We learn our clients' objectives and match them with the right media. We provide critical insight that transforms facts, information and strategy into compelling, timely stories.



Some PR shops are great at media relations but don't understand a client's business. I've managed public relations at two different companies in two different sectors, and Norman Birnbach and his team combine strong technology expertise with a deep understanding of my business. Their media recommendations are strategic, successful and sensitive to our corporate culture.

Daniel Collins  
Division Vice President  
Corning, Inc.

## Big-Agency Experience + Small-Agency Dedication = Extraordinary Value

Birnbach Communications was founded to combine the best aspects of large-agency experience with small-agency culture and dedication. Our goal is to be a strategic communications partner by understanding and serving clients' needs—and the media's. We also take pride in being responsive, accountable, ethical, and engaging and passionate about PR; qualities critical to maintaining long-term relationships with clients and media alike.

Typically, large-agency account teams are comprised of junior staffers learning the ropes on your account because senior agency executives are not able to dedicate significant amounts of time to individual clients (unless the client's budget is substantial). Their senior people are spread too thin managing their agencies' bottom-line to provide significant day-to-day direction. We started Birnbach Communications to spend more time on clients, not in agency meetings, so we have the time to:

- understand your business and corporate personality;
- listen to your business objectives and short- and long-term communications goals;
- move quickly to generate results.

Our senior-level practitioners—whose rates are comparable to those of large agencies' junior staffers—bring years of experience to work strategically, creatively, and cost effectively.

We develop the right strategy that quickly delivers results that achieve your objectives, whether it is to launch a new product, enter a new market, or reach new customers—while keeping to your budget.

## Understanding Our Clients

Our team has worked at large agencies across a range of technology and non-technology sectors and on behalf of a spectrum of client organizations, including:

- start-ups (with no in-house PR function and little PR experience)
- mid-size companies and nonprofit institutions (with small in-house PR function and limited PR experience)
- Fortune 500 corporations (with complex in-house PR functions and sophisticated PR experience).

We understand the challenges and demands that our clients face, and know how to address their communications needs, from:

- entrepreneurs establishing their companies—when they may lack finished products, signed customer contracts, staff resources, budgets and consistency (due to rapidly-evolving business models)—while managing their relationships with Venture Capital investors;
- VCs as they seek to nurture their portfolio companies and maximize their investments
- senior managers as they grow their corporations, including after going public.

We have extensive experience with CEOs and senior managers, and understand how to work and communicate effectively with them. And our experience allows us to provide high level business communication strategy while our size enables us to execute the strategy—not delegate it to some junior staffer.



## National and Business Media

Our senior specialists intimately understand national and regional business, technology, consumer, and health care media. We maintain relationships with key reporters and opinion leaders, having established credibility so that reporters call us. With our journalism background, we understand reporters' beats and interests, how they work, what they like (i.e., customer references and news before their competitors get it) and don't like (i.e., "just following up" calls or offering stories after they appeared elsewhere), and how to get them to pay attention to our clients. We learn our clients' objectives and match them with the right media, whether print, broadcast or online. We provide critical insight that transforms facts, information and strategy into compelling, timely stories.

## Strategic Planning

Birnbach Communications advises clients on a broad range of corporate communications and strategic planning. We handle major events in the development of a company's life: securing the first round and follow-on financing; going public; conducting mergers or acquisitions; announcing new senior managers; and managing crisis communications. Given the speed of today's business, we are flexible and responsive enough to make real-time strategic changes at the most critical times for our clients. Using our Rapid Response Toolkit™ service, our tested and proprietary process to respond to breaking news, we provide senior-level counsel on business implications and help shape media perception.

## Executive Visibility

For many companies, Executive Visibility is an ad-hoc tactic based on the CEO's calendar, not whether the company has real news as the determining factor. These ad-hoc Executive Visibility programs are rarely effective. Our philosophy is to get the most impact from a company's communications investment, which entails harnessing all its communication programs around an integrated, consistent plan, with the CEO and senior management team as the focal point. We can arrange media tours, broadcast interviews, and editorial board meetings. We can write and place bylined articles, and identify influential speaking opportunities that will help your CEO and senior management reach important audiences.

Working with other corporate functions—Investor Relations, Human Resources, etc.—we can assess all current activities. We can then advise, develop and execute comprehensive, coordinated plans, leveraging other corporate initiatives beyond media relations to raise our clients' visibility.

In some cases, this coordinated approach can identify issues important to the company, providing it with a cause-related platform, such as school-to-work partnerships, that makes the executive visibility program that much more compelling.



MEDIA RELATIONSHIPS include:

### National Newspapers

**The Wall Street Journal**  
**The New York Times**  
**Financial Times**  
**Washington Post**

### Regional Newspapers

**Boston Globe**  
**The New York Times**  
**Chicago Tribune**  
**San Jose Mercury News**

### Magazines

**Business Week**  
**Business 2.0**  
**Fast Company**  
**Forbes**  
**Fortune**

### Wire Services

**Bloomberg News**  
**Dow Jones**  
**Reuters**  
**Associated Press**

### Broadcast

**CNBC**  
**CNNfn**  
**ABC**  
**NBC**  
**CBS**  
**Fox**

### Influential Web Sites

**TheStreet.com**  
**CBSMarketWatch.com**  
**C/net**

### Trade Publications

**American Banker**  
**eWeek**  
**Modern Healthcare**  
**Variety**



▲ ▲ Birnbach understands what is important to VC media, provided strategic counsel that paid off during interviews, and seamlessly coordinated efforts across the companies we invested in and their PR functions. Birnbach generated coverage that effectively communicated key messages for Novell Ventures, specifically our strategy to help accelerate the growth of the directory market by investing in early-round companies whose software products support or require Novell Directory Services and other components of Novell's overall technology portfolio. ▮ ▮

Blake Modersitzki

Former Managing Director of Novell Ventures and  
Vice President Strategic Business Development  
Partner, Utah Ventures

### Announcement Scorecard

With our Announcement Scorecard™ service, we objectively assess corporate information, such as new products, alliances, marketing messages, and leverage them into timely, relevant and newsworthy story angles. This service also enables us to craft different story angles for different target audiences and to take the story further for our clients. For one client, we turned a customer announcement about a new product deployed in a single location into positive coverage that appeared in *The New York Times*, ABC's "World News Tonight" and NBC's "Dateline."

### Positioning, Branding and Strategic Messaging

Focusing on media, we conduct a client vs. competitor perception audit, and use the results to help differentiate our clients by developing strategic messages. With our knowledge of the media, we then translate key messages and positioning into compelling story angles. Branding is an important corporate communications function—even for those companies that do not sell to consumers. Need proof? *Business Week* publishes an annual top 100 list of global brands because maintaining a strong brand has strong bottom-line implications. Branding starts at the top, and requires consistency across different media (Web site vs. newsletter vs. approved dealers) even as messages must be customized to meet the different needs of disparate audiences. We work with our clients to develop effective positioning and can help coordinate efforts across the corporation to communicate messages that launch companies or reestablish their brand identities.

### Venture Capital Communications

For startups, the need to communicate the details of the deal is more important than ever, especially at the early stage, when a VC announcement is often the first announcement a startup makes—or at a late-round stage, when companies might be considering options such as going public or getting acquired. Based on checklists that VCs use before investing, our VC Announcement Scorecard™ service leverages the same variables—i.e., the business model and market potential, senior management's track record, and operating plan—by translating them into elements beyond the dollar figure that will interest reporters. The VC Announcement Scorecard also enables us to quickly and efficiently develop a strategic plan and coordinate logistics among the company and its investors to ensure a successful announcement. We have announced numerous VC rounds, generating coverage in *The Wall Street Journal*, *Red Herring*, *The Daily Deal*, etc. that maximized the deals' impact and communicated our clients' key messages. We work with leading VCs and corporate venture funds across a range of strategic announcements, from early-round investments to board membership news to late-rounds—and beyond. Our work across a VC's portfolio can provide significant economies to the fund and seamlessly bring the VC's perspective to the range of portfolio companies.



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