



Why a Boutique Firm?

J. Addams & Partners, Inc.

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Why a Boutique Firm?

If your company or organization:

- Places a high value on time
- Lives in a demanding and competitive environment
- Views communications as an integral part of your overall strategy
- Needs something above-and-beyond to set you apart

You may need the initiative, intense interaction, and rapid execution that only a cohesive and experienced team can provide.



Case History 1: Crisis Communications

- Actions of a misinformed environmental activist delayed renewal of facility permit for a major manufacturer
- Activist generated negative local media coverage, playing on environmental fears
- Activist pressured local officials to delay action, playing on constituent concerns
- **Permit renewal halted**; plant shut down, production stopped; 400 people thrown out of work



Case History 1: Action

- The company had a compelling story. The PR challenge: *tell it* in a way that appealed to reporters, regulators, politicians, and local opinion:
 - Public meetings with elected officials and regulators; analyzed results for use in the rest of campaign
 - Intensive one-on one meetings with local reporters
 - Public speeches and presentations to Rotary and other business associations
- Plant manager undertook voluntary environmental actions to assuage fears; J. Addams assured favorable coverage.
- Facility managers conducted regular public tours to illustrate environmental controls in action.

Case History 1: Results

- Plant reopened. Production (and employment) restored



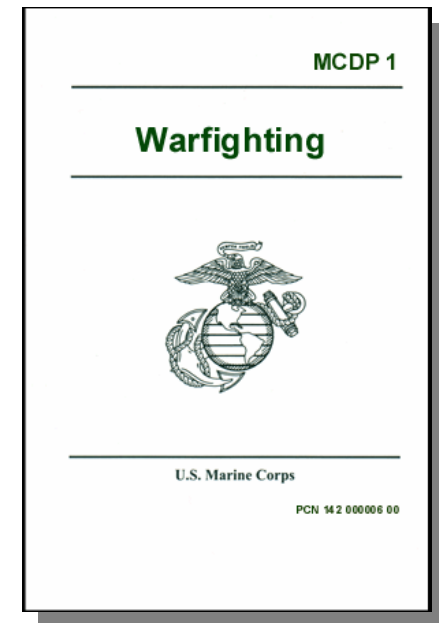
- Plant manager elected Chamber president after aggressive community relations



Why This Worked

- Tight personal relationships between all team members, including the client
- Streamlined organization
- Speed of decision & agility in execution

Proven by experienced crisis managers





Personal Relationships– in our company and with our clients

- Our philosophy: Life's too short to work with people you can't trust
- Close relationships solve problems before they become crises
- Often we can complete each others' sentences

Trust is a product of confidence and familiarity resulting from demonstrated professional skill, shared experience, and a common professional philosophy. – Marine Corps Doctrine Pub 1, Warfighting.



Streamlined Organization

- Clients deal directly with principals
- No internal barriers
- Managers are also account executives
 - no specialized “overhead”
 - every person billing to the account actually adds value to that account
- Our structure moves accountability and responsibility down to the person doing the work

We run it like a small business.—Jack Welch, retired CEO, GE



Speed & Agility

- Your schedule is our schedule
- At J. Addams, our team has worked together for years
 - no “coordination,” no endless rounds of meetings, no bureaucratic layers
 - as your needs change, we reorient and move out
- We take pride in our rapid **observe – orient – decide - act** cycles

I may lose a battle. I will never lose a minute. — Napoleon.



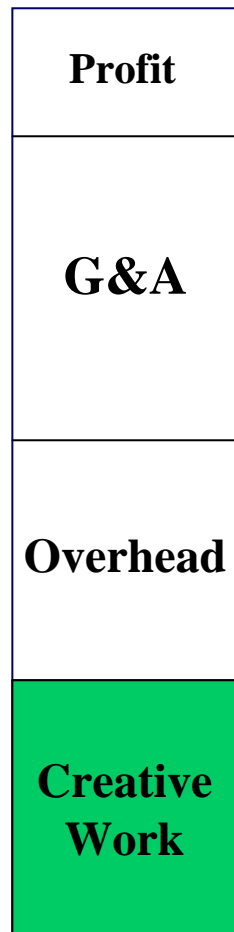
Leading to Exceptional Value

- Low overhead
- Virtual organization
 - we pick the best of every category
 - J. Addams knows and guarantees their performance
 - we only bill for what you get – no hidden charges
- Our goal: fewer revisions, less rework means you get it faster, better, and at lower cost

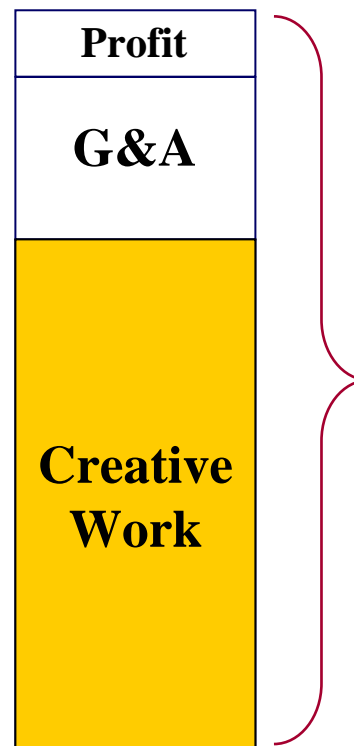
These days, it isn't the big that eat the small, it's the fast that run over the slow. – Bob Helms, President, International Sematech.

Compare Our Fee Structures

Typical National Firm



J. Addams & Partners



And, because we are a highly experienced, cohesive team, our projects often *deliver in fewer hours* than our competitors.



Exceptional Delivery

“As one who provides similar services to healthcare clients and who assists project clients in selecting public relations firms based on proposals in response to RFPs, I offer the following insights about J. Addams & Partners, Inc.:

The quantity of work J. Addams & Partners produced with a small team in servicing this account demonstrates high productivity providing the client with the cost-effectiveness that most PR firms should deliver – but don’t. I’ve seen twice as many people at much larger firms who fail to generate even half the quantity *and quality* of work J. Addams delivers.

Jane H. Bick, Ph.D., APR,
Professor of Communications,
Public Relations Counsel

Strategy That Works



Communications, marketing, and overall business strategies must work together to create and exploit opportunities, ***while they are still opportunities!***

Call for a revolution in business strategy by J. Addams staff member Chet Richards – applying the ideas that underlie *Warfighting* to business.

Chet Richards's *Certain to Win* is the starting point for a revolution in business. It must be read and studied if one is not to be left behind. It is an invitation to modern thinking and to a new dialogue, bound to ferment and grow to project its participants forward. To ignore this book is to condemn oneself to obsolescence.

Col Michael D. Wyly, USMC, Ret.,
Co-author of *Warfighting*;
President, Bossov Ballet

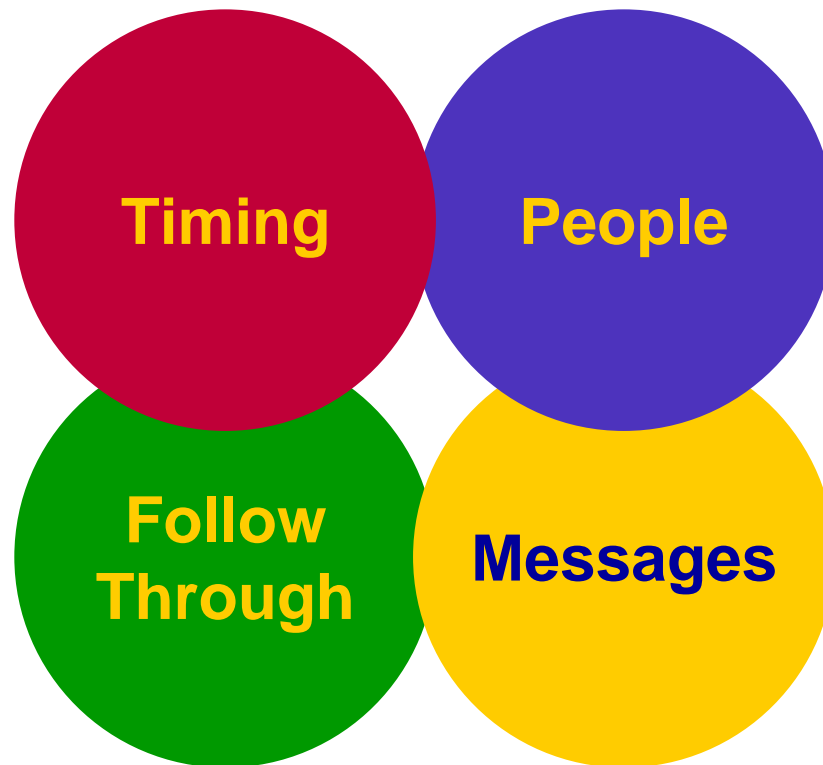


Communications Strategy

- A vital part of your business strategy
 - “If Joe or Jane on the factory floor can’t explain your strategy in two minutes, you don’t have one.”
- J. Addams will recommend a communications strategy
 - ensure that all communications efforts, internal and external, support the company’s goals
- We can suggest detailed implementation plans and ways to manage them

The act of communicating strengthens bonds within an organization and so is an important device in building trust, cooperation, cohesion, and mutual understanding.—US Marine Corps MCDP 6, Command and Control.

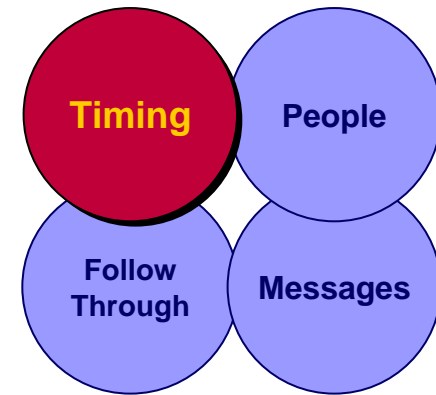
Elements of a Communications Strategy



(For this brief summary, we'll examine *timing* as an element of strategy. Call us to discuss how all four elements can work together for your business.)

As a Result of Timing:

A more strategic approach to communications



Invigorates employees

Increases marketing effectiveness

Increases competitiveness

Speed is life!—old fighter pilot's maxim



Implementation: The Acid Test

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jly	Aug
II. External Communications												
Audit	█	█										
Internet survey	█											
Virtual plant tour					█							
NHRA program				█	█	█	█	█	█	█	█	█
National college movie promotion					█	█	█	█	█	█	█	█
College marketing seminars		█	█	█	█	█	█	█	█	█	█	█
Media relations			█	█	█	█	█	█	█	█	█	█
CEO online conference calls			█	█	█	█	█	█	█	█	█	█
Customer newsletter				█				█				█
Online resource library for reporters			█	█	█	█	█	█	█	█	█	█
Campus poster campaign					█	█	█					
Premiums and incentives		█	█	█	█	█	█	█	█	█	█	█

Example based on a J. Addams work product



Case History 2: New Product Launch

- Client introduced the Champion[®] Switch – the battery with a spare – a unique product
- Product met a critical consumer need: fear of being stranded by a dead car battery
- Needed maximum media coverage via public relations to boost advertising
- Goal: **Establish product before competition could react**



Case History 2: Actions

- Created time-sensitive PR strategy
- Held New York news conference with a powerful & dramatic product demo
- Produced customized press kits for a wide variety of outlets: automotive, women's, science & technology, business, et al
- Pitched stories aggressively to reporters
- Developed in-store demos and sales kits

Case History 2: Results

- Stories in *Business Week*, *Popular Science*, and hundreds of national publications, print and electronic





Case History 2: Results

- Stories in *Business Week*, *Popular Science*, and hundreds of national publications, print and electronic
- Beat competitor to market by several days; garnered lion's share of publicity; **reduced competitor's position to "me, too"**
- Product quickly accepted by major retailers
- Client considered it to be the most successful new product launch in its history



When to Call J. Addams & Partners

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We belong on *your* team!