

BROADBRIDGE

CORPORATE COMMUNICATIONS AND MARKETING CONSULTING

BROADBRIDGE CLIENTS

Fortune 500 and multinational corporations, advising them on strategies for public policy that can affect their internal and external audiences and their reputation in the marketplace.

Colleges, universities and independent schools have retained Broadbridge to assist with their marketing, media relations, branding and institutional advancement projects.

High technology and start-up companies, playing a role in raising venture capital and providing advice through the process of an initial public offering.

International architectural and design firms have retained Broadbridge to enhance their marketing communications programs which then play a role in developing their new business efforts.

Projects for law firms have ranged from writing and designing firm resumes, managing seminars and writing business plans, to developing marketing and communications strategies.

For real estate developers, management companies and specialty retailers we have developed targeted communications programs, including in-store programs, community relations programs, advertising and promotional literature.

International trade and professional associations and organizations have retained our services to design programs to increase their membership and to work with them to handle external communications and media relations for issues that are attracting attention in the media.

BROADBRIDGE MISSION

Broadbridge International Group, Ltd., a corporate communications and marketing consulting firm, was founded in 1987. We use an analytical approach in developing innovative solutions for our clients' communications and marketing needs, and take into consideration both the short and long term implications throughout the process.

By their very nature, communications and marketing problems are unique. The Broadbridge approach is to apply a process that allows us to identify both the opportunities and the challenges facing an organization and to understand forces in the marketplace that may affect the organization.

We develop strategies and methods to establish productive relationships between and among core constituencies through dialogue, and by letting information flow into, out of, and throughout an organization. Dialogue is effective in opening up channels of communication to reach targeted audiences.

Broadbridge identifies methods to establish productive relationships between each client's core business, the public relations approach and marketing efforts. Building on these relationships, we design marketing communications strategies that achieve results.

BROADBRIDGE SERVICES

Broadbridge offers a full range of communications and marketing consulting services, including:

Research on current market trends and conditions. Prior to strategy development we conduct focus groups, interview staff and undertake benchmarking studies to thoroughly understand the landscape.

Consult with senior executives to develop strategies that address issues, and the challenges faced by a business or an organization in today's economic environment. Insights gained through dialogue with the CEO, board of directors and other members of the senior management team and staff are incorporated into the planning process.

Handle media and external relations. Media relations is important in opening a dialogue with the public, and we consult in all areas of media relations, including crisis management.

Develop internal communications programs. Internal programs and seminars are designed to strengthen the organization and work to support brand awareness among external audiences.

Publish collateral materials, including annual reports, capabilities brochures, newsletters and other communications and marketing literature, which are key to strong organizational initiatives.

Create marketing programs. These are developed in concert with other communications efforts to stimulate demand or encourage support for each client's products or services.

Arrange public/private partnerships. The formation of strategic alliances between the public and private sectors can play a significant role in a program intended to both establish high visibility and enhance the reputation of the organization.

BROADBRIDGE TEAMS

We achieve results by building teams comprised of individuals with expertise in specialized areas. Through our international network of media consultants, writers, scholars, economists, lawyers, organizational development specialists and marketing experts, we create teams for each client assignment and develop solutions that achieve the goals outlined for the project. Broadbridge works to develop solutions that work to enhance an organization's reputation in the marketplace.

BROADBRIDGE INTERNATIONAL GROUP, LTD.

New York, New York

Washington, DC