

## Products at a Glance

Our portfolio of proprietary products was designed with one thing in mind – delivering powerful results.

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### Beyond 360™ Account Planning

Success in business comes from viewing your situation through a variety of frames — the big picture, the fine details, and all angles in between. Beyond 360 goes inside the minds of your consumers and your competition. By stepping back and providing a collection of viewpoints, we turn perspective into performance.



### Inside&Out™ Brand Discovery

Our brand discovery has been compared to the branding processes of some of the nation's top agencies. We'll help determine how to stake your unique position in the marketplace and create a true emotional connection with your customers.



### pRelevant™ Public Relations for Impact

What's your story? Who does it need to connect with? Our public relations development identifies the ambassadors that will ensure your message resonates with your audiences fluidly, authentically and with impact. Through consistent messaging and concise planning, we deliver maximum results.

#### Story Engine™

To drive strategic communications, it takes more than just a plan. ChappellRoberts will build a detailed Story Engine™ to track, describe and organize your organization's proactive public relations initiatives over a period of time. By examining a range of topics and angles, media targets and timing, we successfully raise awareness and increase brand advocacy among your audiences.



### ingage™ Digital Solutions

In our rapidly changing world, leveraging your full digital potential is critical. We'll conduct an in-depth analysis of your digital presence, and follow it with actionable solutions. Start the conversation. Raise your digital and social voice.

#### Conversation Calendar™

Engage your brand in meaningful dialogue with your audiences. As part of the detailed digital strategies we deliver, ChappellRoberts will develop a Conversation Calendar™ to organize, maintain and track your company's social media posts and initiatives. This allows you to plan for specific events and optimally represent your organization. Original social media posts are included to enhance awareness and build advocacy for your brand.

The right idea can change everything



### Smarter Sales Strategies™ (S<sup>3</sup>)

Bottom line, your sales measure our success. This process rigorously analyzes your company's distribution channels, pricing structures, and internal and external operations. We then provide you with the tailored strategies to boost sales and ultimately grow your business.



### Media Advance Placement™ (MAP)

Budgets must work harder than ever before. With industry leading value-add negotiations, our media buying strategy stretches your dollars to reach your target audience.



### ExponentialT Elevating Team Potential™

How much more effectively could you leverage your team's unique strengths? Our powerful leadership process helps you identify, understand and act on the individual and collective potential that lies within each of your team members.



### Intelligent Questions & Answers (IQ&A™) Spokesperson Training

A corporate spokesperson represents your entire brand. Our IQ&A program offers practical tips and on-camera experiences to sharpen skills for the unpredictable world of business and news media.



### Incite Market Research™

It's not data. It's a solution. Incite™ focuses on a proactive, consultative approach to research. Using a variety of qualitative and quantitative research methods — from online panel surveys to focus groups — we help clients better understand their places in the market and where they stand with their target audiences. Get the data to support your marketing strategy.



### Boomer Optimum Outreach Marketing™ (BOOM)

The boomer generation has become the power generation, making up the largest, wealthiest and best-educated segment in the U.S. We were the first (and still the only) agency in Florida to start a national conversation about the impact of boomers, so we've acquired a wealth of knowledge and insight into this sought-after target market.



### Brandirect™ Strategic Direct Mail Delivery

Direct mail isn't dead; it's more effective than ever before, when done right. By defining the target market, creating a compelling message, determining format and fine-tuning production details, we bring direct mail to life.

The right idea can change everything