

The Full-Circle Approach

capabilities

- Marketing
- Design
- Public Relations
- Media Relations
- E-Communication
- Publications

Pulling

the pieces

together



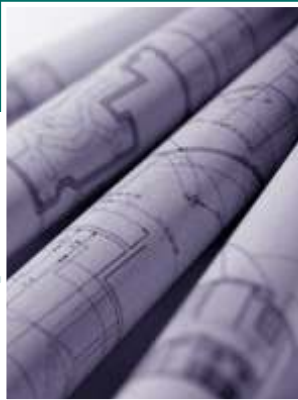
MP
RECORDS
communications

strategic capabilities



-  Marketing
-  Design
-  Public Relations
-  Media Relations
-  E-Communication
-  Publications

We complete the communication circle. From concept to cost analysis. Jumping in at any point in the process, we take projects full-circle. We can begin with market research and branding strategies. Or, come in at a later stage and develop collateral materials to complement your existing plan. No matter how extensive the project is, a simple tri-fold brochure or multi-market product launch, our marketing experience keeps our creative concepts on-track. We focus on results. Cost-effective results.



Effective marketing begins with a strategic blueprint and a solid foundation of research on the audience, the competition and the product.



creative capabilities



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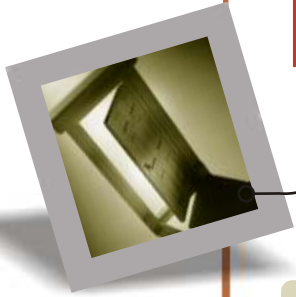
We are a different kind of creative agency. We don't strive, first and foremost, to be cutting-edge. Sure, we like to be cool and evoke responses. But, we're not afraid to say that our first priority is to be *effective*. A message that cuts through the clutter and conveys a memorable, persuasive concept is what we want. Our graphics, logos and designs are certainly dynamic and unique...but more importantly, they are legible and practical. Because we also understand the other steps in the process — from branding to production logistics — our designs also *work*. Isn't that a refreshing relief?



Good design is like an intricate, precision-tuned instrument. Type, color, photos, graphics and logos all work in sync to create one memorable image.



Writing capabilities



- Marketing
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- Public Relations**
- Media Relations
- E-Communication
- Publications

Internal or external. From team incentive programs, employee communications and training seminars/presentations, we have extensive experience in bringing concepts to employees, even when those messages are high-tech or highly controversial. For external audiences, we have experience in every aspect of public relations, from press kits for product launches to community events and spin control when a negative issue

needs to be managed. We understand the importance of clear communication, concise writing and proactive,

honest approaches to dealing with media and investors. And, because we can pull in our creative team, we can develop the graphics and collateral materials to convey the PR message.



Attentive service is one of the key elements of an effective public relations strategy. Positive public image, brand loyalty and perceived value are just some of the rewards.



Coordination capabilities



- Marketing
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Our writers have been on both sides of the fence...as reporters weeding through the flood of press kits and PR professionals placing stories with local and national media. This gives us unique insights. We know how to get the attention of general-interest as well as specialty publications. Of course, effective writing is essential. Creative ideas and old-fashioned persistence and sales skills are helpful, too. We understand the importance of cut-to-the-chase communication with media

representatives and know how to cultivate long-term relationships built on trust and sincerity. We can pitch story ideas, prepare

releases and create entire background kits, complete with info-graphics and photos. We are comfortable working with print, as well as broadcast media. We can provide materials in a wide variety of formats, from traditional printed materials to electronic and digital formats.



On-target and on-budget media buys as well as media placements to support awareness and image initiatives are among the many ways we interact with media on behalf of clients.

Electronic capabilities



- Marketing
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It's a whole new world. Electronic and digital communications are continually charting new opportunities for connecting people and concepts. We're right there. Web sites, portals, animated banner ads, graphic e-mails, e-newsletters and Power Point presentations and custom CDs are just some of the new media options we have implemented for clients. Most importantly, we use these communication tools as part of an

overall strategic plan, because of their cost-effectiveness and ability to target audiences... not simply because they're

fun. We don't let our high-tech capabilities get in the way of the fundamentals of communication or distract from the basic concepts. We harness these e-tools and make them work for you, not run away with the project.



Technology changes daily, but the communication concepts at the core of any e-media remains constant: the message must be clear, factual, relevant to the audience and in a format the audience finds convenient.



Publishing capabilities



- Marketing
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- Publications**

We produce a wide variety of print publications, from magazines and directories to booklets, reference materials, handbooks, annual reports and newsletters. Our wide range of skills enables us to totally manage and produce these publications, from concept through distribution. Of course, creative writing and accurate editing are very important to every publication, whether it's a 12-page training manual or a 64-page specialty magazine. Our writers have been trained as journalists and have

extensive experience in putting positive spins on topics, while maintaining credibility. Our design team completes the creative package,

developing page templates that convey a great deal of information, but in bite-size chunks and reader-friendly formats.



Publications can take many forms and formats, conveying straight forward facts and figures or abstract concepts and correlations. We are experienced at both extremes and know how to make both types easy to read and understand.



How Can We Help You...

Utilize our Full-Circle Approach

Contact us

We would appreciate the opportunity to talk to you about your company's marketing and communication needs. We think there may be ways our skills and experience can help you meet your goals.

We'll listen. We'll talk.

We'll provide you with some ideas and a proposal for concepts and costs.

We are eager to explore the possibility of working together.



Is the timing right? Are you ready to wake up your existing communication plans with some new ideas?

MP Records Communications
8444 Castlewood Dr., Suite 400
Indianapolis, IN 46250
(317) 841-8202
(800) 577-9984
info@mprecords.com

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