

Barney Rukker Communications  
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“Knowing where you want to go is easy; figuring out how to get there becomes the challenge.”

BRC

[www.brcommunications.com](http://www.brcommunications.com)



Your Partner in Communications

With so many communication channels available, choosing the right channel with the right message can be a daunting task...

You business revolves around growth and profit; it's why we do business. But what good is your business if are not able to reach your target audience, convey your message, showcase your product, or address public concerns. Everyday, at Barney Rukker, we put our communication experts to work finding solutions to our client's communication concerns.

Barney Rukker is a full service integrated communications firm. Our focus is to effectively manage our clients communications needs. Using an integrated communication management strategy, we engage our clients with cost saving strategy and profit driven results.

We know that each and every one of our clients has a unique set of communication needs; every client is entitled to a communication strategy as unique as their needs.

We provide expert integrated, strategic communication plans and consultation that fits with your needs and more importantly...your budget.

#### INTEGRATED COMMUNICATION

Different businesses and industries need to reach and communicate to different markets with different buying habits. The balance of your mix of marketing efforts, media, placement, and frequency are key in optimizing your market reach and impact. And with today's business environment more competitive than ever, an Integrated Marketing approach allows your marketing plan to be flexible, adaptable, and efficient - maximizing your bang for your buck.

Integrated communications work best when all the gears are in sync.



#### PUTTING ALL THE PIECES TOGETHER

At BRC, our number one goal is to assist you develop a plan of action that provides the most effective use of your communications dollars. We're not looking to exhaust your budget and create a cookie cutter strategy. We understand the environment out there; all the nuances and trends. Today's challenging business environment dictates that your organization understand who your competition really is, what your audiences are saying about you, your product and your competition.

Through sound research, we get the "know" your target audience. Knowing who's out there can make the difference between failure and success as company. Facebook, blogging, Twitter, You Tube, online newspapers and editorial; your target audience is equipped with enough power to know more about your company than your company about your audience.

Generation X, generation Y, Baby Boomers, Late Boomers; you name it and there's a specific market segmentation. And because of this, there is no one size fits all approach to reaching these market segmentations. Careful research, buying habits, educational levels, partner preferences, ethnic background and parental status are all pieces to the audience puzzle that must be put together. At BRC we take the trauma of putting this together off your radar and get down to bare tactics by providing you a custom built research plan. Like we say, "Knowing where you want to go is easy; figuring out how to get there becomes the challenge." Regardless of the communications tactic; public relations, marketing, advertising or integrated, the research is your road map and will tell us how we're going to get you there.



#### OUR SERVICES

Marketing  
Integrated Marketing communication  
Direct Mail  
Brand Development and Management  
Social Marketing  
E-Marketing  
Collateral Creation  
Trade Show Coordination  
Web Content Management  
Marketing Consultation

Public Relations  
Press Releases  
Press Clipping  
Position Papers  
Speech Writing  
Media Training and Relations  
Crisis and Reputation Management  
Contingency Planning  
Environmental and Community Outreach Initiatives  
Public Relations Consultation

Advertising  
Script Writing  
Creative Development  
Ad Direction and Placement

You may or may not have thought about who's carrying your brand, what your stakeholders care about or say, who's training your corporate spokesperson, or positioning your "Green" initiatives in relation to your competition. Barney Rudder Communications would love the opportunity to partner with you to assist you in reaching your goals. We'd like to think of ourselves as an extension of your business; understanding we are not successful if you're not. With over 15 years in the communications industry, we take great pride in every opportunity we have to help our client's achieve success.

Give us a call at 301.577.1959 or visit us on our web site at [www.brcommunications.com](http://www.brcommunications.com) and ask for your free consultation.