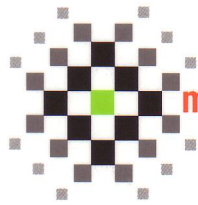




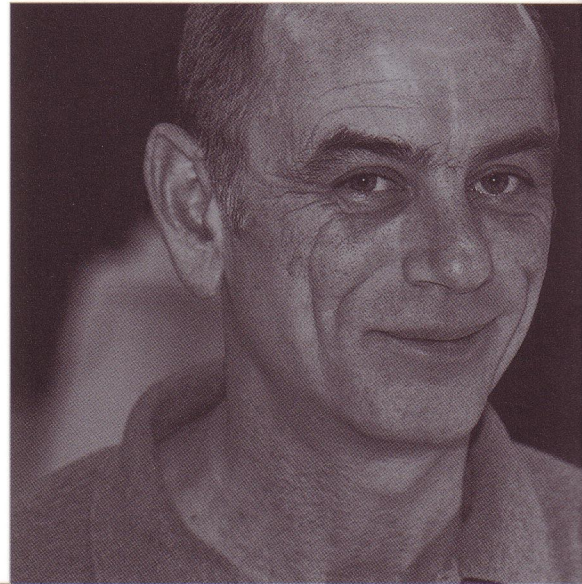
Talent

Focusing on our employees

so they can focus on you.



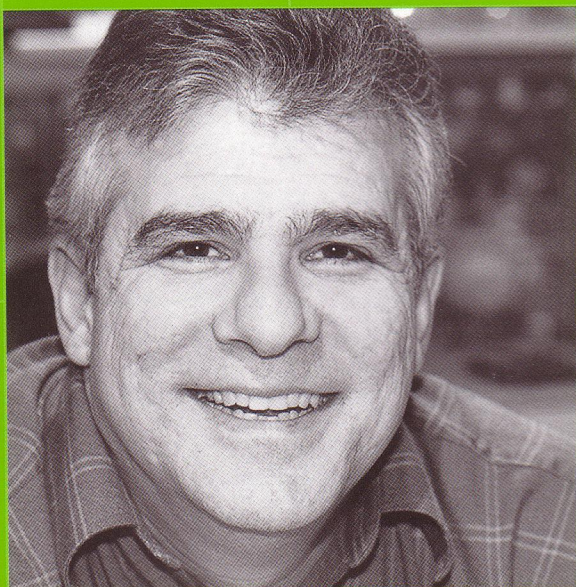
magnet communications



- Beauty & Fashion PR
- Business-to-Business PR
- Cause-Related Marketing
- Community Relations
- Consumer Products & Services PR
- Consumer Technology PR
- Corporate & Financial PR
- Creative Services
- Crisis Communications
- Employee Relations
- Entertainment PR
- Events & Event Marketing
- Food & Beverage PR
- Health & Wellness PR
- Hispanic Outreach/PR
- Home Furnishings & Design PR
- Internet Communications
- Investor Relations
- Media Relations
- Media Training
- Professional Services PR
- Promotional Marketing
- Publishing PR
- Research & Analysis
- Technology PR
- Telecommunications PR
- Travel & Tourism PR







The Magnet Attraction

“We are literally obsessed with creating the kind of culture and work environment that attracts and retains the best talent in the industry.”

Darryl Salerno, Chairman & Chief Executive Officer



Focus

“We want to be the best public relations firm in the business—the agency which the brightest talent chooses to call home.” David Kratz, President

The **BIG**

To be the new
standard of
excellence in
the public
relations business,
and set an
example for
all other
service industries.

Picture

As every PR industry survey indicates, clients hire agencies because of the people they have working for them.

The Minds of Magnet

Among the minds that call Magnet their home:

65% volunteer in their communities

23% hold post-graduate degrees

64% participate in some type of sport

39% play a musical instrument

56% have recently traveled abroad

37% worked as a journalist

29% speak more than one language



Freedom

“We work without boundaries—in terms of our thinking as well as our geography.”

Holly McArthur, Executive Vice President, Northern California



Accountability

“We are so confident in the people we have, the work they do, and the results they achieve that we measure and evaluate your ROI—free of charge.”

Katie McSorley, Executive Vice President, Pittsburgh



Single P&L

“We are not encumbered by internal politics. We have no fiefdoms, silos, or turf wars because we have only one P&L for the entire agency. That’s why the only bottom-lines our managers care about are the welfare of our people and the success of your business.”

Don Tipple, Chief Financial Officer

How We Get the Job Done

Magnet provides a fun and creative place to work, where people are treated like adults. No one is concerned about what hours you keep—just how well you do your job.



FLAT

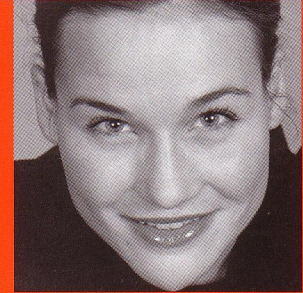
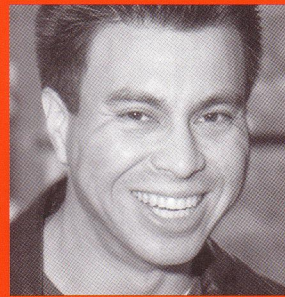
Getting the job done, not the paperwork shuffled.

STRUCTURE

KNOWLEDGE IS
KING, QUEEN,
& EVERYTHING
IN BETWEEN

Offering an average of 20 hours of professional development each week, including a dedicated training facility in our New York headquarters.

It's one thing to attract the best and brightest, but it is just as important to help them develop professionally and personally.



Insight & Intelligence

Understanding, creating, and changing perceptions.

Our in-house research

team assigns a specialist

to every account.

This ensures that the

work we do is as effective

as it is creative.



Our international communications network—one of the five largest in the world—can be accessed simply by the push of a button or the click of a mouse.

Flexible Global Network

Magnet Communications is part of Havas Advertising's Diversified Agencies Group/North America.

This gives us worldwide resources to choose from, and the freedom and flexibility to work with whichever agency best suits the needs of our clients.



Services

Beauty & Fashion PR

We are experts in marketing beauty and fashion products and services across all demographics. Our experience ranges from brand building and product launches to special events, promotions, cause-related marketing, sampling, and other means of engaging the consumer.

Business-to-Business PR

We make B2B sizzle by taking a fresh approach. From small companies to industry giants, we help them build visibility and grow, strengthen channel relationships, and create excitement and demand for their products and services. Every program is knowledge-driven, strategically focused, and measurable.

Cause-Related Marketing

We strategically align our clients with meaningful causes and help maximize their ROI for existing philanthropic programs. We understand the importance and power of grassroots appeal and frequently use our cause-related marketing expertise to achieve award-winning results.

Community Relations

A company's reputation is rooted in its communities—where headquarters, plants, and stores are located. We use our knowledge and experience to define and address issues, and to identify opportunities that engender goodwill, build support, and further advance our client's business.

Consumer Products & Services PR

Our team has worked with some of the world's most famous consumer brands. We are distinguished by our passion for delivering innovative programs that achieve breakthrough results, build brands, and—ultimately—drive sales.

Consumer Technology PR

Our staff includes experts who learned this business on the inside, working as corporate communications specialists for some of the biggest names in consumer technology. We understand our clients' challenges and can provide the counsel and support they need to succeed.

Corporate & Financial PR

To strengthen a client's reputation, we ensure that the business and financial communities understand the goals, strategies, and leadership attributes that drive the organization. Our wide range of expertise and global resources enable us to deliver results that are both meaningful and measurable.

Creative Services

Our Creative Services group ensures that our programs go far beyond traditional media relations to deliver the most effective solution for each client. These creative solutions include special events, celebrity services, spokesperson management, promotional marketing, and collateral material production.

Crisis Communications

It takes a lifetime to build a reputation, but only seconds to destroy it. Our professionals have decades of diversified experience in preventing and preparing for crisis situations, and can guide clients through any high-profile situation or unexpected event.

Employee Relations

Employees are among the most influential—and overlooked—constituents a company has. We have a proven track record of designing programs that integrate employees into a new corporate culture, enhance productivity, support management objectives, facilitate change, and improve morale.

Entertainment PR

We work with many entertainment companies and also forge relationships for clients who wish to reach this community. Our staff has the deal-making and marketing experience to know who's who, what's hot, and how to leverage opportunities to our clients' advantage.

Events & Event Marketing

Our in-house experts produce strategic events of all kinds and sizes. We also identify entertainment and event sponsorships as well as negotiate contracts, develop programs, and execute activities that drive these strategic alliances. Above all, we make sure our clients' messages get delivered.

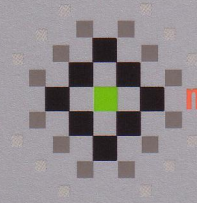
Food & Beverage PR	Health & Wellness PR	Hispanic Outreach/PR	Home Furnishings & Design PR
<p>Our team of seasoned specialists has been the creative force behind some of the industry's most memorable product launches and successful brands. We boast tremendous depth and reach in the food world, including the media that cover it.</p>	<p>We have an in-depth knowledge of this complex industry and regularly work with consumer health and medical trade reporters. We know how to reach all the key constituencies—from physicians to consumers to Capitol Hill—and generate the results our clients need.</p>	<p>To effectively communicate with the growing U.S. Hispanic audience, it is essential to speak the right “language,” both literally and figuratively. Our bicultural and bilingual team understands multicultural Hispanic audiences and their regional variations to ensure implementation of targeted, integrated, and results-oriented programs.</p>	<p>Our staff has worked with a broad range of clients, from manufacturers to retail outlets and the publications that cover them. We have long-standing relationships with the trade press as well as with style and lifestyle editors covering this market.</p>
Internet Communications	Investor Relations	Media Relations	Media Training
<p>As communications channels become more “networked” and difficult to manage, we are increasingly developing e-communications strategies for clients. This includes the basics such as content development and digital pressrooms as well as newer approaches such as viral marketing and search engine optimization.</p>	<p>Our focus is to generate a sustained interest and investment through multiple contacts with investors as well as financial and industry analysts. To achieve this, we employ a thorough, multi-pronged approach that addresses every facet of a client's investor relations needs.</p>	<p>Our Media Relations group understands that its ultimate purpose is to help our clients achieve their business goals. The strategic counsel and tactical support we provide is designed to generate media coverage which will do just that.</p>	<p>Our media training delivers substance—not just style. We develop training modules that help clients understand how the media works, identify and address issues which may be raised, and provide counsel on message development and delivery.</p>
Professional Services PR	Promotional Marketing	Publishing PR	Research & Analysis
<p>Professional service firms provide knowledge and expertise rather than tangible products, requiring a special approach to media relations and marketing. We understand this challenge, and that is why so many firms have sought our expertise to help raise their profile.</p>	<p>We create and implement strategically designed promotions that help fulfill brand objectives, including sweepstakes, contests, premium giveaways, charitable tie-ins, and sampling campaigns. Our trademark approach entails a thoughtful decision-making process that ensures these opportunities have lasting impact for our clients' businesses.</p>	<p>We have helped a variety of publications—from trade journals to lifestyle monthlies—better define themselves, their readership, and their positioning. Our relationships with the trade, lifestyle, business, and technology media ensure that our client's messages reach the right audiences.</p>	<p>Our in-house research group ensures that the counsel we provide is knowledge-driven, rather than assumption-driven. A senior member is assigned to each account so that they understand our clients' businesses and challenges in order to provide information and insight that matters.</p>
Technology PR	Telecommunications PR	Travel & Tourism PR	Wine & Spirits PR
<p>We combine experience, talent, and speed in positioning our tech clients as industry leaders. We know the persistence it takes to build interest in new technology companies or tired brands, and we have the media and analyst relationships in place to get people talking.</p>	<p>We rank among the leading agencies serving the telecommunications industry, having represented traditional telcos, emerging broadband networks, optical networking, and wireless carriers, as well as the hardware, software, and content providers that help bring these networks to life.</p>	<p>Travel & tourism public relations often involves driving consumer interest (and traffic) to a specific destination, whether it be a hotel, resort, museum, or an entire country. We can help clients reach the audiences they seek... anywhere around the world.</p>	<p>We've worked with wines, spirits, and beers from almost every side of this industry. We understand how to reach targeted consumers, motivate discerning palates, and do so while navigating legislation and other challenges unique to this business.</p>



Magnet's Mascot

"These people may work like dogs,
but they play like puppies!"

Merlin, Director of Stress Management



magnet communications

75 Ninth Avenue
New York, NY 10011
866.FOR.MAGNET (toll-free)
212.367.6839 (fax)
info@magnetcom.com
magnetcommunications.com

