



Premium PR Talent
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The Power of the Harbinger Group

At the heart of your business lies the strong connections you forge with your customers, employees, shareholders, the media and others that influence and drive your success. The Harbinger Group specializes in crafting effective, clear communications that strengthen your relationships – and consequently build your business. We can help you make the most of your most important assets – your company’s relationships.

We offer a unique model that delivers premium communications talent and services through a hand-picked network of senior communicators and former journalists with decades of proven success under their belts. Our seasoned and award-winning team is dedicated to delivering smart, valuable communications that drive results for your business.

How?

We launch new products and ideas and create vibrant verbal, written and visual imaging for companies. We reconnect with and help breathe life into old brands. We provide reputation protection in times of crisis and we ensure that your company’s identity remains strong during periods of transition such as a merger or an acquisition. In short, we have the tools and the expertise to make sure your story is told to the people who matter most to you.

We know the media and what it takes to craft and place valuable stories in every type of publication and broadcast outlet. Our approach is smart. We strive to out-report the best reporter — to talk to journalists, analysts, stockholders, and customers — in order to understand the marketplace and communicate your perspectives accurately and effectively. All in the name of improving business results.

To our clients we promise clarity, accountability, flexibility, speed of delivery and experienced thinking on every project, large and small. At a fair price. After decades of working in the PR industry, we believe this sets us apart.



How We Work

Our clients told us what they need most from business communications, and why. The result is The Harbinger Group—an agency that offers direct access to the most senior professionals on every project, can turn on a dime and do more with your limited budget.

We listen carefully, set measurable objectives, and work hard to exceed them, putting ourselves on the line each day to achieve tangible results. We offer the niche specialties that meet your every need, and deliver tailor-made communications programs to you with speed, ease and effectiveness. We create enthusiasm in the marketplace and in the media that opens doors for your company and brings in business.

Do you need writing expertise, for articles, speeches, websites, annual reports, press materials, newsletters or any other communication vehicle?

We have seasoned journalists and copywriters to create clear and compelling written materials.

Are you launching a new product or entering a new market?

We can help you build the best strategy to communicate your benefits and differentiators; and swiftly and effectively execute on that strategy.

Have you experienced budget cuts or staff reductions alongside increased expectations?

Our senior professionals know what it takes to keep a communication strategy on track and can jump in to assist with any project that comes your way.

Is it time to start building a standalone communications strategy or department for your company – working in tandem with, but separate from marketing, sales or HR?

Consider The Harbinger Group as a one-stop shop for getting a professional, impactful PR or marketing communications effort off the ground. Our expertise can help drive your company in the right direction and our network can help fill any staff or outsourcing function needed.

Is your company undergoing a culture change initiative or facing some other internal communications challenge?

We've been there and can help navigate you through the waters of internal change management – making sure you communicate the right messages to the right people at the right time.

Our unique model makes all of this possible. We are all top communications practitioners, hand-picked for client assignments based on specific needs and talents. We are a streamlined organization with low overhead and a nose for keeping costs down. We put the need for dedicated senior counsel first. Our people work quickly. Our extensive experience and superior skills fuel our speed of delivery. And we are nimble. We understand that priorities change constantly and we are able to adapt quickly while keeping our eyes on your ultimate goals.

www.theharbingergroup.com

Strategy and Integration

The Harbinger Group's Strategic communications team helps organizations define and clarify their business needs, opportunities and goals, then develops and executes a strategic communications program to meet these key business objectives. We help companies integrate their communications efforts, so they can speak with a single voice to all of their audiences, resulting in a consistent corporate message.

Strategy Maps and Program Plans:

These are the tangible outcome of a facilitated process for aligning and describing business and communications goals, and the strategies and tactics that support them. Maps also highlight, at-a-glance on one page, communications opportunities and threats, differentiating factors, target audiences and their influencers and key messages. Program plans add timing and accountabilities to make the strategy actionable. Key to the success of these tools is the participation of key decision-makers in the process, which leads to their understanding, buy-in and long-term support.

Message Mapping:

Messaging provides a road map to guide company leaders through media interviews, business and sales presentations, public speeches, and any forum where the company must surface its story in a compelling, consistent way that resonates with and grabs the audience. We believe in a strategic approach to communications and have developed a mapping system that ensures clients identify communications objectives and develop targeted messages that resonate with their audiences.



Media Relations

At the heart of any strategic communications program is a results-oriented and tailored media relations program that consistently delivers key messages about the company, increases awareness and visibility and reflects client's business goals to drive bottom-line results. Seasoned journalists, our media relations team knows how to create coverage because they have sat on the other side of the desk in newsrooms across the country. We have professional media experts with long-standing relationships with the leading trade publications, newspapers, magazines and broadcast outlets that will drive immediate results. Our knowledge and expertise in media relations have led to a number of significant, high-level media placements on behalf of clients, including CNN, CBS Evening News with Dan Rather, USA Today, Newsweek, The Chicago Tribune and The Wall Street Journal.

Our goal is not to simply get you ink, we use strategic media targeting to create media visibility intended to help your company become part of the national public discussion. Using our time-tested "Media Advantage" approach, we can create thought leaders from within your organization to help build your company reputation in mainstream and industry press.

Our media relations toolbox also includes:

- Message development and coaching
- News conference consulting
- Deskside briefings
- Media tours
- Communications audits

The Harbinger "Media Advantage" is a revolutionary media relations method based on supply-chain principles that systematically secures coverage in top-tier media through ongoing media monitoring and analysis, and allows us to stay on top of the issues and trends that impact our clients' business—as well as the topics that pique the interest of the influential, relevant journalists. The Harbinger Media Advantage was created when we realized that clients need both insight and ongoing action in today's world of non-stop information flow. Due in large part to the Internet and the explosion of online media forums, organizations today are overwhelmed by the volume and speed of information dissemination. Issues and trends can explode overnight, and those organizations that are prepared to take advantage of speedy developments, by providing informed points of view and commentary, are the leaders. The Harbinger Media Advantage enables clients to convert these opportunities by providing ongoing trend analysis, knowledge management, strategy development and ACTION.



Editorial Services

Today's crowded information age demands that you develop and deliver your communications message to the appropriate audiences with tangible results. Who better to entrust that assignment than veteran journalists?

Need a news release or brochure written? A bylined article? A white paper, annual report or copy for your Web site? We write, design and manage branding and imaging for all kinds of collateral materials, including direct mail.

We are published writers who can articulate your company's story concisely, consistently and clearly, and craft compelling messages that are part of the framework of your strategic media plan and are translated into news. We provide writing and editing support for:

- Web copy
- Annual reports
- Brochures
- Press kits
- Newsletters
- Bylined articles
- Case studies
- White papers
- Advertorials
- Press releases
- Sales materials and other collateral



Clients who've benefited from Harbinger Group's services include leaders in the fields of:

- **Health insurance**
- **Medical practitioners**
- **Pharmaceutical public relations**
- **Professional services (accounting, law firms, consulting firms, etc.)**
- **Financial services**
- **Health & beauty products**



Executive Communications

There are times in every business when skillful executive communications is of the essence. Management changes, crises, mergers, layoffs, financial reporting and many other corporate "events" require the people at the top of an organization to be portrayed as genuine, trustworthy and well informed. This often calls for pre-planning, and should always include strategy and message development to ensure that everyone is on the same page. Or perhaps a CEO is looking to raise his or her profile by hitting the speaking and media circuits. Creating a compelling executive persona also requires coaching and development, as well.

Our corporate experience spans many industries and endless business-to-business and consumer branding initiatives. As a collective we have touched myriad industries including, technology, transportation, hospitality, health care, food and consumer products, professional services, advanced technology, telecommunications, entertainment and financial services. Our mission is to translate that experience to help favorably influence any issue of concern to the CEO, senior management or board of directors.

Our Executive Communications services include:

- Speech writing
- Media training
- Sales training
- Crisis preparation and issues management
- Employee communications and change management
- Corporate social responsibility programs

Media Preparation Workshops:

We have developed a customized and strategic one-day training session to prepare executives and other media spokespeople for a broad range of high-stakes communications challenges, from media interviews and press conferences to legislative hearings and analyst sessions. The training is designed to help them embrace extensive media and presentation skills and develop a consistent message for employees at all levels of the organization.





Accelerate Your Business

Are you ready to introduce the power of marketing into your company? Whether you're a new company starting from scratch, or an organization that's ready to expand its use of marketing communications to drive sales or awareness, The Harbinger Group can provide you with the structure, tools and support to build a strong and effective marketing communication strategy.

We can assist with:

- Brand positioning initiatives
- Communications counseling
- Business plan development
- Brand image design—both verbal and visual—
including:
 - Logo design
 - Web design and development
 - Business card and stationary design
 - Product packaging design
 - Corporate message development,
including mission and vision statements

And through connections with the U.S. Small Business Administration and other resource centers, we can help you forge strategic alliances for networking and other partnerships.

Litigation Support

The Harbinger Corporate Litigation Support Team is a cross-functional group of communications professionals with long experience in the corporate defense arena. The formation of the team was prompted in part by the increasingly aggressive efforts by attorneys to try their cases in public. Today, armed with tips gained at plaintiff-bar-sponsored media seminars, attorneys filing suits against corporations often succeed in winning media support for their causes before trials or settlement negotiations can even begin.

In this they enjoy an undeniable advantage. Many reporters are inclined to side with non-corporate plaintiffs, whom they perceive as underdogs. Add to this the unfortunate power of emotion to overwhelm fact, and it is no wonder corporate defendants so often come off looking bad. The objective of the Harbinger Corporate Litigation Support Team is to work in tandem with a corporation's legal defense team towards two goals. First, we seek to squelch bogus stories before they appear. Second—if Number One proves undoable—we work to ensure the company's story is communicated accurately and aggressively to both internal and external stakeholders.

Our experience in this area includes work with defendants on class action suits, product liability, malfeasance and sexual and racial harassment and discrimination. We also have supported clients in litigation pertaining to labor issues, trademark/trade dress violations and environmental issues involving chemicals, mold and asbestos.



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