

NAVAJO

Grow ■ Adapt ■ Win

Public Relations

ALWAYS ON THE MARKET'S FRONT LINE, IT CAN MAKE OR BREAK YOUR BUSINESS

Some folks say there's a lot of PR behind every successful product launch and corporate initiative. But at NAVAJO Company, we know that great PR is never behind anything. It's ahead—way ahead. Even before your product hits the shelves, before you've signed on your first customer, PR can generate excitement on the street among analysts, the press and customers.

Still, no matter how fast you move, it seems there are never enough hours in the day, or enough resources on your team, to get all the coverage you deserve. And the competition keeps nipping at your heels.

With a little help from NAVAJO Company, you can leave the rest of the pack in the dust.

Movers, shakers and opportunity makers—that's what strong PR teams are made of

Whether you are seeking outside PR resources for the first time, or are enhancing the capabilities of your existing resources, it makes sense to partner with professionals who

- Stay intimately familiar with the important issues in your industry;
- Know how to get the attention of even the busiest editors and analysts;
- Relentlessly seek out new contacts and new opportunities;
- Translate techspeak into dollars and business sense; and
- Demonstrate a sense of mission, as if they were primary stakeholders in your business.



NAVAJO Company wants to be your PR partner

We can add value to your PR efforts with any or all of these services:

- Strategic marketing plans
- Corporate backgrounders
- Presentations
- Press documents
- Contributed articles
- White papers
- Collateral and advertising
- Web content
- Videos
- Customer testimonials
- Speaking opportunities.



Why NAVAJO Company may be the perfect fit for you

- **Credentials.** We're a full-service agency with PR specialists and high-tech marketing writers on staff.

That means we can do a lot more than make contacts, build relationships and manage programs. We can also generate all the business-level and technical content you need, from basic press releases to white papers and positioning documents.

- **Accountability.** We can advise you on the best way to get the most exposure within a limited budget. And we take the time to keep you informed of our progress every step of the way.
- **Accessibility.** PR is all about getting people's attention. So we make sure you can get our attention whenever you need it—whatever the size of your company or your PR program.

Call us—we're ready to get started

We can't wait to share in the excitement—and tackle the challenges—of your next product launch, corporate initiative or marketing campaign. Let's meet at your earliest convenience—we can answer all your questions regarding NAVAJO Company's PR services and how you can use them to stay way, way ahead.

NAVAJO Company

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