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| MARKETING |



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BRANDING



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eyecare

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PRINT

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2010 FAVORITE The Wichita Eagle

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East Office: 151 N. Hillside, Suite 500 • 316-482-2911

Breast Care Specialists: 818 N. Emporia, Suite 201 • 316-263-0211 • 866-742-4756
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Mid-Kansas Ear, Nose & Throat Associates
East Office: 310 S. Hillside • 316-684-2898 • 800-794-4ENT
West Office: 3480 N. Ridge Rd, Suite 120 • 316-722-5811 • 800-794-4ENT
wsspa.com • breastcarespecialists.net • veincarespecialists.net • midkansasear.com

KANZA bank

BANKING by KANSANS for KANSANS.

FDIC Turn north at 135th Street.

High Touch

MOTIVATE action.



INVITE contact.



VIDEO/BROADCAST



KANZA Bank Television Commercial



Catholic Diocese of Wichita
TOGETHER Video Appeal



Wichita Technical Institute Forward Motion
Television Campaign



Farha's Carpet & Building Supply
Television Billboard

NON-TRADITIONAL & ONLINE



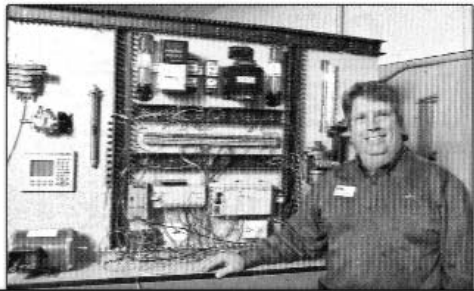
PROMOTE credibility.



DELIVER an audience.

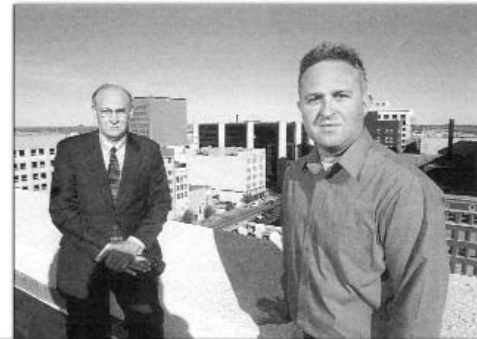


PUBLIC RELATIONS



5 QUESTIONS WITH...
ROD MOORE

Wichita Eagle • January 13, 2011



Tech firm drawn to downtown

Wichita Eagle • November 16, 2007



PROFILE: Bob Simpson
BACK TO BUSINESS

Wichita Business Journal • September 11, 2009



Benchmark Financial moving to new office at the Waterfront

Wichita Eagle • May 21, 2009



Feeling special at the Scotch

Wichita Eagle • September 18, 2009

MEDIA PLANNING & PLACEMENT

- Wichita Technical Institute/WTI (4 markets)
- KANZA Bank
- Simpson & Associates
- Cohlma Eye Care
- OneSource Technology

EVENT PLANNING





- STRATEGIC PLANNING.
- MARKETING COMMUNICATION.
- BRANDING/DESIGN.
- COPYWRITING.
- MEDIA PLANNING & PLACEMENT.
- MEDIA RELATIONS.
- PUBLIC RELATIONS/PUBLICITY.
- RADIO DEVELOPMENT.
- TELEVISION/VIDEO DEVELOPMENT.
- MEDIA TRAINING.
- CRISIS COMMUNICATION & ISSUES MANAGEMENT.
- WEB SITE DEVELOPMENT.
- DIGITAL, ONLINE & SOCIAL MEDIA DEVELOPMENT.
- EVENT DEVELOPMENT & MANAGEMENT.
- RESEARCH & MEASUREMENT.

Carol A. Skaff, APR
President/Owner

- 20 years in agency account service & management
- 10 years in corporate marketing
- Wichita Metro Chamber Leadership Wichita 1998
- Accredited by the Public Relations Society of America

Ginger Ellis
Account Manager

- 10 years in agency account service
- 3 years in corporate marketing and fundraising
- Wichita Business Journal 40 Under 40 2010

Lacy Williams
Media Director

- Multidisciplinary approach to media planning
- Skilled at buying throughout Kansas, Oklahoma, Arkansas & Colorado
- Franchise marketing experience throughout the U.S.



From left: Ginger Ellis, Lacy Williams, Carol Skaff

CONNECT WITH US.

C O H L M I A
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