



# PREVOLVE.

## The future of PR at GolinHarris

### Mission

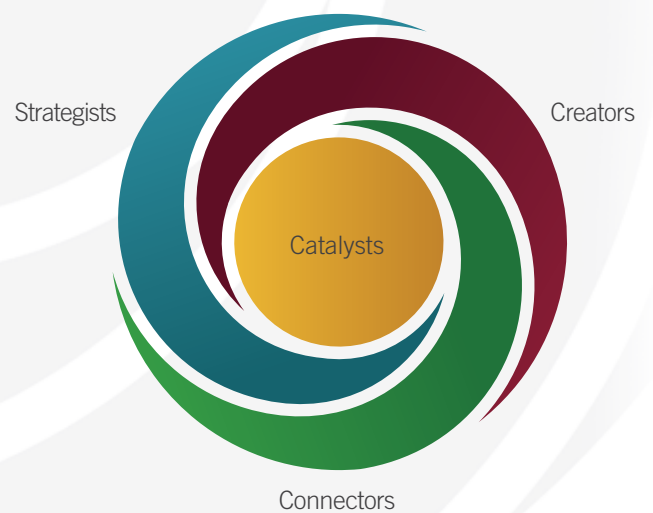
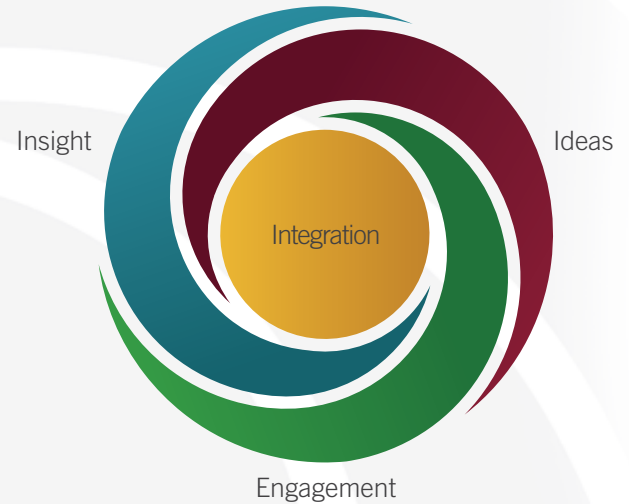
As our world evolves, so do the needs of our clients. Now, more than ever, clients value smart people who can provide actionable insights into their business. They are desperate for holistic ideas that can be communicated across multiple platforms. They are searching for new, innovative ways to engage employees and customers. We get that. That's why, after 55 years, we've completely redesigned our agency to combine strategy, creativity and engagement into one seamless package that is delivered to clients – big and small.

### Model

Communications is changing. So are we. We have aligned our people, processes, technology and training to help clients win in a complex, connected society. We are breaking away from traditional agency silos. We have replaced the standard, seniority-based hierarchy with global communities of dedicated specialists who are embedded in every account.

Our new **g<sup>4</sup>** model melds four areas of expertise into a single entity.

**Strategists are business analysts** who understand the forces that will impact a client's future. Armed with the latest research, they discover insights that inspire campaigns and employ proprietary analytics to measure their success. **Creators are bold thinkers** who are gifted at generating game-changing ideas. They are also consummate storytellers who design and produce the content to bring those stories to life. **Connectors are channel experts** who engage consumer and business audiences through 15 distinct touch points. Linked across borders, they merge social and mainstream media channels to share compelling stories. At the heart of our model, **Catalysts are change agents** who drive the integrated execution of client campaigns. They work across all disciplines applying best practices, securing strategic partnerships and discovering new opportunities to keep our clients ahead of the competition.



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## Media

Today's consumers are media agnostic. So are we. To harness the interplay between social and traditional media, our mainstream and digital experts literally work side-by-side to leverage every opportunity to tell a client's story. From high-tech, multi-media hubs, these specialists manage integrated campaigns across the globe in real time. Our unified approach guarantees engagement and continuity across all channels, whether they are earned, owned, paid or shared.

## Methodology

Each specialty community relies upon its own proprietary tools to understand and promote companies, causes and products. Brand Gauge analyzes a brand's image. Brand Story uses that information to build a compelling story line. Brand Channel determines the most effective modes for sharing that story. At the center of this process is the Gold Standard, which ensures flawless execution and measurable results.

## Momentum

Holistic engagement presents a multitude of new opportunities for companies and brands. In anticipation of our clients' changing needs, we are **prevolving** our approach with new services, new tools and new specialists. The future will be exciting. And we will be ready for it.

