



Foley **Freisleben** LLC

Communications Counsel

ENTERPRISE
MARKETING

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Our Enterprise Marketing practice group encompasses services in business-to-business public relations, technology communications, as well as brand-building and marketing initiatives in clean technology and sustainability. FolFry possesses broad sector expertise in basic industry and manufacturing; financial services; real estate and economic development; professional services; advanced technology and the Internet; health care and medical devices; and renewable energy and green products.

We understand that each client's needs are unique, with varying budgetary parameters and often time-sensitive requirements. Our firm implements strategic communications programs that are ambitious yet targeted and pragmatic, delivering measurable results against clearly defined goals and objectives.

STRATEGIC COMMUNICATIONS PLANS

Working closely with each client, we develop communications road maps that are central to successful public and media relations campaigns.

MESSAGE DEVELOPMENT

Highly effective key messages that target specific audiences remain at the heart of every communications program. We hone and refine these messages, while training our clients to deliver them with impact.

BRANDING AND POSITIONING

Whether launching new brands or revitalizing established ones, FolFry brings a combination of cross-sector experience, media expertise and marketing savvy to effectively position, and raise awareness of, companies and their products in the marketplace.

MEDIA AND ANALYST RELATIONS

Through access to cutting-edge resources and trusted relationships, we conduct results-driven outreach—to established print, electronic and online outlets, as well as new and social media alike. We plan and execute in-person, internet and satellite tours targeting top-tier media, trade press and industry analysts.

PRODUCT AND SERVICE LAUNCHES

Steeped in strategy and creative "juice," our product and service introductions—as stand-

alone events, tradeshow tie-ins or ongoing campaigns—garner high marks and solid results.

THOUGHT LEADERSHIP

We position company senior executive as industry spokespersons and leaders in their respective fields by creating opportunities for speaking engagements and roles as panelists at tradeshows, conferences, hosted events or seminars.

TRADESHOWS AND SPECIAL EVENTS

We develop and implement tradeshow and event strategies that support specific program goals targeting the media, customers, suppliers, employees and shareholders.

PRINT AND DIGITAL COLLATERAL DEVELOPMENT

FolFry possesses formidable credentials and expertise creating and managing digital and print media projects that meet our clients' communications objectives.

PRODUCT AND SERVICE RESEARCH

FolFry utilizes both qualitative and quantitative research in the planning, execution and measurement of its public and media relations programs. Our research "toolbox" includes surveys, focus groups, perception studies and communications audits.



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Perception drives value.

We drive perception.™

ABOUT FOLFRY

Public opinion—the ability to influence or, where need be, to alter it—is a powerful force.

FoleyFreisleben—or FolFry, as we are commonly referred—is a specialized communications consultancy that excels in building, shaping and managing the perceptions of our clients among targeted constituencies. FolFry is focused. We meld language, messages and images to satisfy specific objectives in narrowly defined practice areas that: drive investor sponsorship; cultivate favorable reputations; align products and services with customers and markets; and mobilize change for social good.

The firm is frequently called upon when reputation stakes are highest. Our clients respect and value the critical thinking and communications “candle power” we bring to every engagement—from routine matters to the most sensitive and complex corporate issues.



**CORPORATE COMMUNICATIONS
INVESTOR RELATIONS
ENTERPRISE MARKETING
SOCIAL RESPONSIBILITY**

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