

CAPABILITY STATEMENT



"Strategic solutions for your communication needs"

WHO WE ARE

The Saunders PR Group is a full-service public relations firm, specializing in The Saunders PR Group's 4Cs of communications - connecting, creating, communicating and collaborating. Our communications strategies help clients build positive reputations and relationships.

With over 30 years of experience in media relations, community relations, strategic communications planning and reputation management, The Saunders PR Group has the expertise and proven track record to develop and execute innovative communications strategies using need-specific research and data to create a multitude of channels that target multiple and diverse stakeholders. Return on investment is important to you, and it matters to us.

OUR CAPABILITIES

- Strategic Communications Planning
- Coalition Building
- Community Outreach/Engagement
- Crisis Communications
- Diverse Media Relations/Outreach
- Executive Positioning/Thought Leadership
- Media Buying
- Media Relations and Outreach
- Media Planning, Preparation/Training
- Message Mapping
- Creative Design
- Press Release Writing
- Social Media Planning and Execution
- Spokesperson Training
- Video Production
- Copywriting
- Voice-over Talent
- Strategic Digital Planning

MISSION: To be a leader in public relations using innovative strategies to help clients reach their objectives and grow their businesses.

VISION: To create and deliver dynamic, culturally focused content for clients that engages their constituents and moves consumers to feel, believe and act in positive ways that support and grow the client's brand.

VALUES: We embrace the importance of culture, keeping that top of mind in our interactions with diverse audiences. When creating strategy, creative design and content, culture matters.

- Integrity
- Quality
- Service
- Excellence
- Collaboration
- Diversity
- Passion
- Fun

CONNECT • COMMUNICATE • COLLABORATE

NAICS Codes:

541810, 541830, 541430, 541613,
541820, 541611, 541910, 541990

UNSPC Codes:

55100000, 55101500, 82100000

The Saunders PR Group is a
MBE/WBE certified agency.

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