



Why Clients Choose Us...

OUTSTANDING RESULTS!

We've earned the trust and respect of our clients, colleagues and community by consistently providing context, clarity and credibility.

A few examples...



The Challenge:

Create A Unified Identity

The 411:

Super fast growth by acquisition to \$6B sector
25% total revenue International Paper
Fortune 50
Internal turf battles
No unified “go-to-market” position
“Branding by committee”

Strategies:

Common Vision campaign
Common Benefits 55:1
Unified identity materials
Internal “voice”/ research/communications
Market/Stakeholder Communication

Result:

Cohesive identity
Effective go-to-market strategy
Unified internal teams
Improved efficiency

Case Study 1

Who Are We?

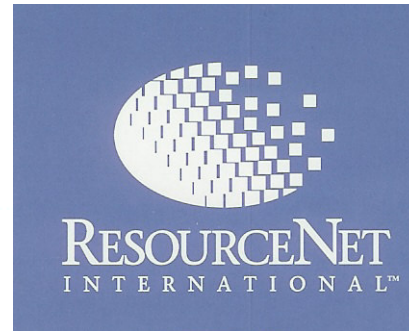


Fast Facts:

- International Paper (NYSE: IP) xpedx (distribution business)
- One of the largest B2B distribution companies in the U.S.
- \$6B annual sales
- \$400M+ in daily inventory
- 105 wholesale distribution & 135 retail stores N. America
- \$4M+ online orders annually
- 7,000+ employees

INTERNATIONAL  PAPER

From innovation to results.



xpedx™

We deliver excellence.



Case Study 1 Who Are We?



The Challenge:

Reinvent/Reposition & Keep Heritage
Build Understanding w/ Stakeholders

Case Study 2

How Do We Tell Our Story?

The 411:

Staid Insurer Little/No Market Presence
Angry Policyholders Growth-minded
 Changing Regulatory Landscape



Strategies:

Reinvent “brand” in unexpected ways
Industry Thought Leadership
Customer Communications
Agent Communications
Extensive Media Relations

Fast Facts:

Business Results:

Increased customer loyalty
Increased brand identity
Softened regulatory beaches
Softened price pressures
Successful growth/expansion
\$22M in savings from anti-fraud campaign
Captured every major industry award for programs
79% awareness by customers



- Erie Indemnity Company (NASDAQ: ERIE)
- Fortune 500 / 463
- Forbes PLATINUM 400 (Best Managed)
- 24th largest P/C insurer
- 15th largest auto insurer
- Regional carrier: 10 States
- 4,300+ employees
- Rated A+ Superior by A.M. Best Company

ERIE INSURANCE GROUP

in common interest



It wasn't long ago that safety took a back seat when Americans purchased new cars. The selection process consisted mainly of picking a pretty color, choosing the best sound system and making sure you could handle the monthly payments. Purchase completed.

Times have changed. The old way of buying an automobile has collided head-on with the realities of high-tech equipment and consumers who demand leading-edge safety.

The motto for the 1990s is, "safety sells." About 90 percent of new car buyers rate safety as a very important consideration. Manufacturers from Detroit to Tokyo are getting the message. They're working furiously to beat the competition by offering new features today, while simultaneously filling their drawing boards with futuristic safety devices.

Did this trend toward safety happen by chance? It might seem that way because many new car ads on television and in magazines tout safety as a major reason to buy. However, a look behind the scenes reveals the real story.

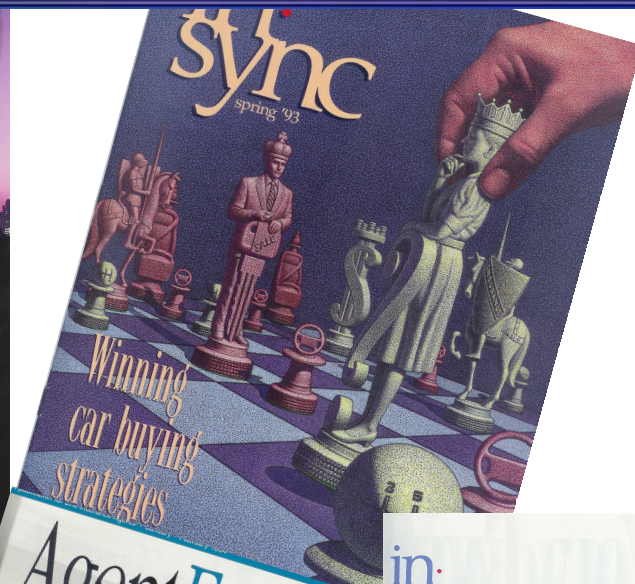
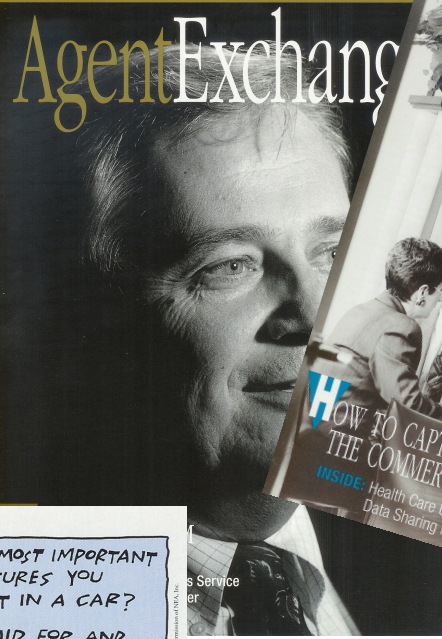
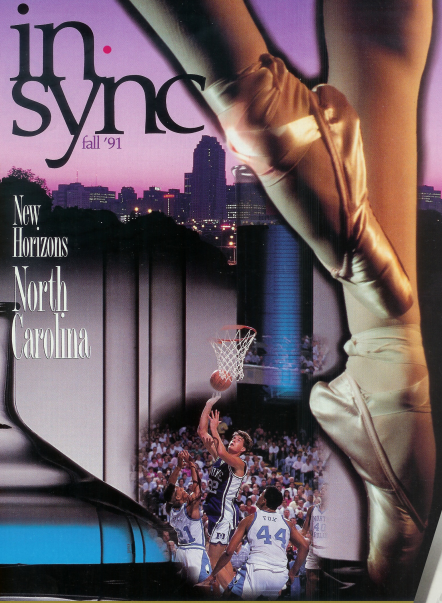
While vehicle success for manufacturers is to battle vehicle safety. We reduce death Insurance In old non-pro- ance compa the savings testing and belts, child i the problem

The Institut 15, 1992, de (VRC) near- participate i of directors. this much n most advan will be used multiple vel insurance c valid inform crashes, the as well as th

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The new III exciting fac the scenes a begins on p you'll agree common in

Tom H...
Thomas B...
Chairman & C...



in sync
spring '93

2. DID YOU EVER WONDER... HOW SAFETY FEATURES GOT IN YOUR CAR?
Crash testing and other forms of safety research are important business—all aimed at keeping you alive. Find out how safety got in the driver's seat and where it's headed in the future.

5. SMART INSURANCE SHOPPER
Any business owner knows is in a state of crisis. What you may not know is that in the long run this crisis dramatically affects you—the consumer.

8. WINNING CAR BUYING STRATEGIES
Thinking of buying a new car? You should also think about the insurance costs. Learn the secret of dealing with the dealer and how the deal you cut and the car you choose affect the amount of insurance you pay.

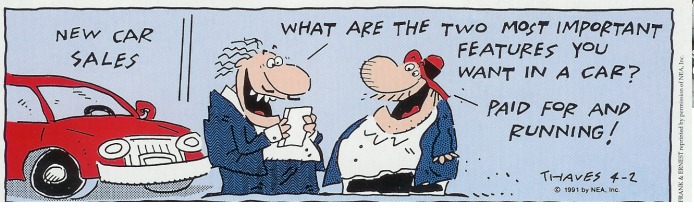
13. CAR-CARE
Is it a smart move to purchase an extended service plan along with your new car? Our car care expert gives you the inside story on who gets rich and who gets ripped off.

15. INTER-STATE REPORT
A state news summary of interest to ERIE Policyholders.

in sync

Case Study 2 How Do We Tell Our Story?

FRANK & ERNEST® by Bob Thaves



PR-Link
Public Relations

The Challenge:

40th Anniversary = Boring

The 411:

Wanted media coverage for milestone
Created successful essay contest
Planned celebration event
Engaged large agency for PR
NO ONE CARED

Strategies:

Find the “real” news story
Make it compelling
Target, target, target

Business Results:

“The Little Campaign That Could”
CNN/Miles O’Brien planned story
1 year later – still going strong
3.4M+ impressions
1000%+ROI
Every targeted media category did a story

Case Study 3

Who Cares?

1966  2006
LIFE BEGINS
AT 40
Fast Facts:

- 40 states, well as in *Canada, Mexico, Puerto Rico and South America*
- Cincinnati, Dayton and Lima, Ohio; Michigan and Missouri
- *Engineering News Record's* “Top 500 Design Firms”



The Little Campaign That Could



Current ROI
+10,000%

+3.4M
Impressions

News Outlet	Circ.	Impressions
Tilt-Up Today	5,000	5,000
Ohio Magazine	80,000	240,000
Cincy Business Magazine	15,000	45,000
Dayton Daily News	122,800	504,700
Fox 45 in the morning	10,000	10,000
WYSO	70,000	90,000
Breakaway Magazine	1,100,000	2,530,000
Total	1,402,800	3,424,700

I truly value your counsel on issues relating to messaging focus, packaging of materials for all types of media, and the timing of message delivery... The level of effort and expertise required to be successful is daunting, but you handle it with ease. Thanks for making my life easier. Specifically, I appreciate the fact that you set aggressive deadlines and meet them, your response is always timely, and I can count on 24/7 access if required... you did a great job with the media training for Mark and Willy... **you are a true partner** with our firm.

Rod J. Sommer, Principal of LJB Inc.

Case Study 3

Who Cares?





1966  2006
LIFE BEGINS
AT 40



The Challenge:
Just Another Corporate Sponsorship

The 411:
Previously no media coverage
Needed greater visibility for partnership
How to keep “sponsor” front/center in story

Strategies:
Compelling visuals
Careful messaging
Target, Target, Target
Spoon feed media

Business Results:
15 media stories
4.1 million impressions
Key messages included in each story
Client interviewed by multiple media



Case Study 4

Toot Your Horn!



Fast Facts:

- Time Warner Inc. (NYSE: TWX) 48/ Fortune 500
- Spun off Time Warner Cable 1Q07 (NYSE: TWC)
- 640,00 customers Southwest Ohio
- 416 communities Southwest Ohio
- 1,800 employees Southwest Ohio
- Free cable 1,040 schools in Southwest Ohio
- Invests +/- \$1M annually in local community
- Since 1999, Time Warner Cable and VH1 Save The Music Foundation have provided \$975,000 worth of new musical instruments to restore music programs in 39 schools.





Community Partnerships
Investing In The Future



Cincinnati Public Schools



Case Study 4
Toot Your Horn!



Key Media Placement Highlights

Wall Street Journal

USA Today

New York Times

CNN

CNNfn

CNBC

The Today Show

Good Morning America

NBC Dateline

Advertising Age

Forbes.com

Newsweek Online

Fortune

Forbes

Pink

US News & World Report

Cincinnati Enquirer

Cincinnati Business Courier

Regional and local media in a

variety of markets around the

country from Portland to Peoria

Are these the types of results
you're looking for?



Contact us:

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