



HB Solutions marketing and communication professionals work closely with clients to develop the strategic direction, brand positioning, communication plans, public relations efforts, marketing tactics and the overall communications management vital to their organizational success. In addition to traditional services associated with marketing consulting and advertising agencies, we have extensive experience helping private and public organizations with crisis communications and managing controversial situations. The depth and breadth of our professional consultants' business-to-business, professional services, and consumer marketing and communications management expertise is a distinguishing characteristic of our team.



Our team prides itself in providing strategic solutions backed by solid and impactful tactical services. Our client service focus is reflected in every aspect of how we work, from our responsiveness and keen attention to clients' objectives and budgets to providing customized, innovative and effective solutions to their marketing and communication challenges.

MARKETING COMMUNICATIONS AND BRANDING

Our marketing communications services can help your organization effectively convey who you are, what you do, and, most importantly, why someone should care. We work with organizations to develop strategic marketing plans and implementation tactics that identify and leverage unique value propositions, build brands and consistently deliver key messages in ways that resonate deeply with target audiences.

An organization's brand represents the essential promise they make to their stakeholders and end users. Through an in-depth understanding of our clients' products, services and culture, we help them build and consistently deliver their brand promise through contemporary and evolving marketing and communication channels. This process includes brand definition (logo, positioning statement and key message development) and brand management. We can provide a fresh perspective on current marketing materials and practices and work with clients' internal teams to identify optimal positioning and branding strategies for going forward.



Our Marketing and Branding

Services include:

Strategic Marketing Positioning and Planning

The HB Solutions team will assess how well an organization's marketing and communications tools and resources support their goals and develop a strategic plan to enhance the organization's brand and competitive market advantage/position. Through primary and secondary research, we help organizations determine their optimal target audience(s) and brand perceptions as the basis for strategically positioning their products and/or services. Defining and building upon a strategic market position of how an organization wants to be perceived in the marketplace, our team develops integrated marketing plans which address an organization's unique value proposition, brand identity (current and desired), key messaging and graphic identity, and outline marketing and communications strategies and tactics for achieving their objectives.

Tactical Marketing Programs

A tactical program brings the marketing strategy to life by effectively communicating an organization's value proposition to reach its target market(s). We develop tactical plans that are sensitive to our clients' budgets and consistently aligned with their organizational objectives and strategies. Our marketing professionals have broad experience creating and implementing a wide range of marketing tactics including sales collateral, packaging, web sites, retail and business-to-business advertising, trade show exhibits and support, and promotions. We also offer social media consulting to help clients enhance their online presence by creating and maintaining meaningful online dialog with their customers. This includes identifying best Internet-based vehicles and integrating all aspects of their social media presence. We can also assist with maximizing search engine optimization, reputation management and training on social media tools.

CONTROVERSIAL AND CRISIS COMMUNICATIONS MANAGEMENT

The risks resulting from controversial or crisis situations can expose an organization and its stakeholders to significant public and media attention with potentially damaging consequences to its image, brand and internal morale. Successful management of these situations is the result of the organization's ability to manage the

situation, put the controversy behind them, and preserve the organization's reputation or move projects forward as quickly and fully as possible. Our team has helped clients successfully manage the communications in controversial situations including sensitive large-scale building projects, projects with widespread environmental implications, public budgets, dismissals, and operational or reorganizational changes. We also assist clients with crisis situations including product recalls, environmental issues, regulatory violations and government investigations, personnel issues, financial related issues and criminal charges.

While, by definition, crisis response is reactive in nature, organizations that take a proactive approach to communications policies are best positioned to mitigate negative publicity when situations arise. Our team can help organizations identify potential risks and develop, implement and maintain a response plan to facilitate crisis avoidance and management. We provide a full range of crisis preparedness services and training to limit risk, positively position the organization among internal and external audiences, and enhance the potential for successfully preserving the organization's position.

Protecting Clients from Legal and Compliance Issues

Our team helps private and public sector clients and their attorneys to craft effective communication strategies consistent with their organizations' mission and image and mindful of any legal or regulatory implications. Clients of our parent law firm, Harris Beach PLLC, who work with the HB Solutions marketing and communication services team also may benefit from the discretion of client/attorney privilege which can extend to our strategic communications consulting services.

Our Communications Management Services include:

Project Development

Large, multi-phased development projects involve extensive coordination among many parties and often become the subject of intense public scrutiny. Our team has earned a reputation for effectively managing such complex development projects for private developers and host communities by strategically applying communications, community relations and marketing tactics as needed to gain community acceptance and move projects and

government approvals forward. We have a proven track record of educating and mobilizing the public through such community relations tactics as hosting public meetings, producing newsletters, conducting editorial board meetings with regional media outlets, reaching out to community leaders, creating informational public service web sites and fully utilizing social media.

Public and Media Relations

Our HB Solutions team offers a full range of public relations and media relations services. Effective media outreach is based upon fostering relationships and knowing the lay of the land. Our team has established media relationships across New York state and with leading national press and trade journals, which we can leverage to help organizations get their message out in a timely and cost-effective manner. We can also act as a third-party, serving as a subtle buffer between the media and the organization.

Our consultants have handled high-profile incidents that have drawn national and international media attention including organizational, products and personnel issues. We conduct media outreach on behalf of clients and arrange interviews; organize press conferences; assess situations to determine the best approach at handling media inquiries; draft media statements, press releases, internal communications and key message points for all constituencies. It is critical that the communications plan encompasses all stakeholders and is not solely focused on the media. Our team has extensive experience customizing communications approaches and the timing of communications to take into account all impacted parties.

TRAINING

Communications, Media and Public Forum Training

The HB Solutions team can conduct group training workshops and customized seminar programs to enhance communication skills for key personnel. We can also train an organization's leaders and/or spokespersons to effectively work with the media in crisis and non-crisis situations. We proactively audit and test crisis communications plans and policies and help organizations develop crisis communications policies and formal response plans for internal and external audiences.

HB SOLUTIONS LLC is a consulting subsidiary of the law firm of Harris Beach PLLC. It was established to provide non-legal consulting services to organizations and individuals in the private and public sectors across numerous industries. In addition to Marketing and Communication Services, its consulting services include:

- Affordable Care Act Compliance
- Collegiate Sports Compliance
- Data Privacy and Cybersecurity
- Economic Development and Public Affairs
- Educational Institution Assistance
- EMRG® (E-Discovery Management Resources Group)
- Energy
- Health and Human Services
- Human Resources
- Information Technology
- Municipal and Local Agency Assistance

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