

Brower, Miller & Cole is a full-service strategic marketing, advertising and public relations firm focused on **Profit Development™**.

This unique approach employs a comprehensive family of services tailored to fit your business and dramatically improve the profitability of your firm.

Brower, Miller & Cole's clients enjoy access to time-tested experience, entrepreneurial thinking and a passion to deliver outstanding results on a consistent basis.

Services Provided

- Advertising
- Blogs
- Branding
- Brochures
- Communications Plans
- Cross Promotions
- Direct Mail
- Employee Relations
- Focus Groups
- Graphics and Signage
- Market Research
- Media Buying
- Media Relations
- Media Training
- Newsletters
- On-line Marketing
- Podcasts
- Publicity
- Public Relations Counsel
- Special Events
- Speech Writing
- Sponsorship Development
- Videos
- Web Site Creation

www.browermillercole.com

Brower, Miller & Cole

Strategic Marketing
Public Relations • Advertising

Profit
Profit Developers
Profit Developers
Developers



Real people. Real solutions.

"The marketing and public relations work which Brower, Miller & Cole performs for the Voit Companies is not just the icing on the cake. Rather, it is a nuts and bolts part of our business success."

Robert D. Voit
President
The Voit Companies

"The team at Brower, Miller & Cole is thoughtful and knowledgeable and as such has been a valuable team member in our expansion. Brower, Miller & Cole is able to craft the right message and get it in front of the right people."

Michael K. Hayde
Chief Executive Officer
Western National Group



"Brower, Miller & Cole's knowledge of our industry, strong creativity and strategic thinking has benefited our firm. Their marketing programs dovetail with our business plan and aid us in reaching our goals."

Randall Lewis
Executive Vice President
Lewis Operating Corp.

What can well-planned, well-executed marketing, advertising and public relations do for your firm? What can you expect as a return-on-investment for the time and dollars you commit to a marketing program? What will Brower, Miller & Cole bring to your company?

Identifying Your Needs

- Defining your market
- Understanding the competition
- Determining major strengths
- Reviewing potential weaknesses
- Aligning marketing goals with business plan goals

Developing Your Position

- Researching your customer needs
- Reviewing your team's strengths
- Determining your point of difference
- Identifying your targets
- Defining your image
- Defining your message
- Preparing your marketing strategies

Increasing Sales

- Formatting channels to reach your target audiences
- Segmenting your audiences
- Communicating specific messages to specific audiences
- Building customer demand
- Heightening your visibility
- Strengthening awareness of your competitive edge
- Implementing the right mix of marketing tools
- Creating customer feedback
- Monitoring marketing program effectiveness

Identifying New Opportunities

- Updating competitive activity
- Surveying existing customers
- Reaching new targets
- Monitoring broad new trends
- Devising new product/service extension
- Reviewing new marketing tools

Keeping Your Team On Track

- Defining your vision
- Instilling the vision in the corporate culture
- Communicating organizational strategies
- Recovering from setbacks
- Incentivizing your team
- Rewarding star participants

Protecting Your Most Valuable Asset

- Enhancing your reputation
- Building on success
- Promoting experience
- Ensuring against crisis
- Increasing trust/loyalty

Brower, Miller & Cole works with your company to increase your bottom line, today and tomorrow.

"For our Lucky Strike grand opening, Brower, Miller & Cole brought in the beautiful people for our gala, selected perfect charity partners, and followed up with great coverage in the media. They absolutely generated the right buzz and helped us create strong traffic for our new destination spot."

John Murray
Lucky Strike Entertainment



"Brower, Miller & Cole's work has undoubtedly made a huge impact for our business and company. From the creation of our new logo, stationery and Web site, through publicity everywhere from Bloomberg News to MSNBC, Brower, Miller & Cole has done impressive work, and been fantastic to work with!"

Matt Heslin
President
Heslin Holdings

"Over a number of years, on a number of varied projects, Brower, Miller & Cole is able to match its marketing and public relations programs to our corporate marketing strategy - and produce strong results."

Linda Akins
Former Vice President
Corporate Marketing
General Growth Properties, Inc.

