



dedicated to promoting the natural and organic products industry

Crescendo Communications, Inc. (CC) is a full-service public relations “virtual” agency comprised of senior-level consultants. We also partner with other professionals in the areas of viral marketing, branding, multi-media production and graphic design. The size and particular needs of each client determines the number and specific team members assigned to each account. Because we are a virtual firm, you don’t pay the high overhead fees that larger agencies charge.

The CC core team has a combined 37 years of experience in managing public relations accounts, primarily for natural, organic and gourmet brands. We demonstrate client service and teamwork through accountability, quickly returned phone calls and e-mails, meeting deadlines and being on time for meetings and conference calls.

### Senior-level professionals

Many larger agencies send their senior-level employees to obtain new business and then assign the account to less experienced staff. This can lead to mismanagement, poor results and a breakdown in communication. At Crescendo Communications you get service that’s done in an efficient and effective manner, without junior-level employees using your time to learn the business. We take your financial investment in our abilities very seriously and regard your budget as if it were our own. We produce strong, well thought out campaigns that the media will regard as clever and educational. Account activity and results are carefully monitored and we inform our clients quickly if we need to re-direct our efforts.

### Mainstreaming natural products messaging

Each of us is dedicated to promoting natural and organic products to consumers and moving the industry from the fringe to the mainstream.

- We have a thorough knowledge of the natural products and grocery industry—both conventional and natural—experience that generalist agencies can’t afford to develop.
- We have long-term relationships with national industry leaders, companies and organizations that stem from our ongoing efforts to educate ourselves on the benefits of natural and organic products.
- We were raised in mainstream families and today we understand the perceptions and mindset of both mainstream and progressive consumers.
- We are progressive, well-educated female consumers—your target audience.



### **Our Philosophy and Strategy**

Crescendo Communications believes in talking to core natural consumers to launch the product or service and build brand allegiance. At the same time we promote the natural concept to the mainstream consumer to increase awareness and sales of healthier, environmentally beneficial products. We achieve this by pitching a variety of highly targeted media that have broad consumer appeal, both in the natural and mainstream sectors. Stories about our clients have appeared in nearly every major consumer media outlet in the country.

Communications activity succeeds when it is closely aligned with business and brand strategy, so careful planning is at the heart of everything we do. Whether working in conjunction with the existing marketing plan or helping to create one for a smaller company, integrated marketing campaigns with multiple layers of the same message are the most effective way to reach and impact consumers.

### **The Benefits of our Location**

Crescendo Communications is located in Boulder, Colo., one of the largest hubs in the United States for the natural products industry. We have established solid relationships with many industry leaders and can arrange to meet on your behalf with locally based media, such as editors at New Hope Natural Media publications. We often network and mine for opportunities at monthly events such as Naturally Boulder, a local organization of entrepreneurs, industry pioneers and veterans who regularly network and attend educational seminars.

### **Services**

- Communications strategy development
- Media relations: regional, national and international
- Media training
- Issues and crisis management
- e-PR: viral marketing, e-newsletters, new media
- Event management
- Copywriting
- Collateral: brochures, annual reports, POP materials consumer educational pieces
- Web sites
- Multi-media production: video news releases, B-roll packages, corporate and sales videos, multimedia presentations
- Trade show support: booth design, trade media relations, speaker opportunities





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## Key Areas of Expertise

### *Media Relations*

We have extensive experience conducting national and local market media relations, and have developed numerous contacts over the years with key media contacts at television, radio and print outlets across the country as well as the growing world of internet media outlets. We know who is friendly and who to avoid regarding various natural and organic topics. Stories about our clients have appeared in publications such as the *New York Times*, *The Wall Street Journal*, *Associated Press*, *Parade*, *USA Today* and *U.S. News & World Report*; as well as broadcast stories with outlets including the Today Show, CNBC and NPR. We work daily to develop new media contacts and uncover a world of media placement opportunities for our clients.

### *Crisis & Issues Management*

We often serve as a “critical friend” at the board level, providing advice on strategy and issues management. The primary goal of any crisis situation is to keep the negative messages out of the public eye. Crescendo Communications works to help companies with crisis plans so that they may deliver forthright, honest and empathetic answers to the tough questions and situations that may arise.

### *Media Events*

Crescendo Communications team members have been instrumental in developing and hosting media events around the world. Our experience ranges from hosting national media dinners at white tablecloth restaurants in New York to creating a white tablecloth environment at a working organic farm in the middle of the Cascade Mountains. We also have introduced international journalists to organic products at their source with a visit to organic farms in the Pacific Northwest and Guatemala. Media events have been used to introduce new products, brands, issues and concepts. Team members work to bring the products and issues to life and to help better connect the media and ultimately consumers with the company’s values and key messages.

### *Industry Matchmaking*

Knowing numerous influencers in the natural products industry, along with our ability to make connections has also served Crescendo Communication’s clients well. Whether it’s a company searching for a high level employee, organic ingredient, cross promotion partner or acquisition, our assistance in making significant introductions has lead to many successful business partnerships.

### *Current Clients*

ALL THINGS ORGANIC™ CONFERENCE & TRADE SHOW  
CAPTAIN SPONGEFOOT TRADING COMPANY  
MYCHELLE DERMACEUTICALS  
TRAVEL WELLNESS

### *Recent Clients*

AMBASSADOR ORGANICS  
LATE JULY ORGANIC SNACKS  
ORGANIC TRADE ASSOCIATION  
ORGANIX BRANDS (UK)  
THE ORGANIC CENTER



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### **Crescendo Communications Team**

#### ***Lisa M. Bell, APR, Founder and Principal***

Lisa has more than 18 years of experience in public relations, including 13 years specializing in the natural products industry. She founded Crescendo Communications (CC) in 2001. Over the years, she has built a solid reputation and is well respected by the movers and shakers of the natural and organic products industry. Lisa has conducted public relations programs for national clients in all realms of business, working with national media ranging from natural consumer publications to network television programs. In working with a variety of national and international clients, she serves at the executive level, assisting with strategic planning, crisis and issues management.

Prior to CC, Lisa was co-founder and partner of The Fresh Ideas Group in Boulder, Colo., from 1997 to 2001. Lisa managed accounts including Cascadian Farm, Smucker Quality Beverages, Horizon Organic, the Organic Trade Association, Fantastic Foods, bionaturæ and Iceland Foods of the United Kingdom. She was also responsible for the agency's fiscal management, personnel, staff management and crisis communications, including a yearlong effort with the Organic Trade Association and their

involvement with the infamous "20/20" story on the organic industry.

Lisa joined Earth's Best Baby Food in Boulder, Colo. as their Public Relations Manager in July of 1994, seeing them through their first major acquisition when the company was purchased by the H.J. Heinz Company. Prior to her work in the natural foods industry, Lisa worked for six years as an account executive at Schenkein Public Relations in Denver, Colo. and Boasberg Valentine-Radford in Kansas City, Mo. where she managed public relations programs for a variety of consumer products and service Fortune 500 companies.

#### ***Maria Jekic, Senior Associate***

Maria has more than 11 years of public relations expertise, including nine years specializing in the natural products industry. Maria has managed national and international public relations programs and actively works with national print, broadcast and online media to secure strong placements. With a rich technical background and understanding of current marketing challenges such as search engine optimization and utilizing RSS platforms, Maria brings invaluable expertise for online branding and communications program components.





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***Denise Walker, Senior Associate***

Denise is a proven communications strategist in the natural and organic products industry with nearly nine years of experience in public relations. Denise's passion for a healthier environment, combined with her instincts and strategic planning skills help her successfully work with clients in the areas of Web site development, copywriting, media relations, media tours and culinary events.

***International Consultants Available***

Crescendo Communications also partners with Leapfrog, an independent communications consultancy based in Liverpool, England. Leapfrog specializes in socially responsible work with organizations all over the United Kingdom and internationally including South Africa. Partners Hilary Berg and Jeannette Riley work with their team to plan and manage integrated communications campaigns that combine public relations with brand management and wider marketing activity. They are available through CC to assist with any international projects or consulting on potential international brand or corporate extension ([www.leapfrogpr.org](http://www.leapfrogpr.org)).

**For More Information**

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