

## FIRM PROFILE

Bachofner Image Group was founded on the principle that advertising, public relations and other marketing disciplines such as packaging and product design are disciplines which must work in close concert for a company utilizing them to realize their fullest potential.

In this age of infinitesimal specialization, this principle — formerly practiced by the “traditional” advertising agency — is all but abandoned. Advertising agencies for large firms with in-house marketing and PR departments often assume that the firm’s VP of Marketing will have the time to handle the coordination of campaigns. Agencies for smaller firms who outsource marketing and PR try to keep their client’s cost low, thus eliminating the possibility for more complete service. Unfortunately, both situations kill the synergistic relationship between the disciplines, and thus detrimentally affect the success of the client’s total effort.

Bachofner Image Group’s process recaptures the power of this synergy by applying *coordinated* tactics which are building blocks of an overall strategy.

## SERVICES

As a full service firm, Bachofner Image Group can not only help you develop and coordinate your strategy, we can also implement the tactical elements. In addition to our talented in-house staff, Bachofner Image Group formed “instant-availability” alliances with the best designers, artists, printers, photographers, videographers, and other creative professionals to be found anywhere, long before the term “virtual firm” became fashionable.

A main benefit in retaining Bachofner Image Group is our “outside” position. Instead of focusing on one sector of the economy, we represent clients from a wide range of industries. This way we can provide our clients with a more realistic perception of their firm — similar to the one *your* client is likely to have. To further avoid in-house (or in-industry) “tunnel-vision” a further benefit Bachofner Image Group provides is our exemplary market research, including focus-groups of prospective and/or current clients.

Another unique service Bachofner Image Group provides is project advocacy before legislative and other deliberative bodies such as planning commissions and boards of architectural review. This competency stems from extensive involvement in review processes by Bachofner Image Group’s founder, who has served on a number of public and private boards.

In addition to these services, Bachofner Image Group provides a full complement of crisis management services, including management of exposure in all news mediums.

**Remember: Successful companies think BIG — *Bachofner Image Group.***