



**PR Program Plan & Restaurant Business Expansion Support | Saizek Investments**

Imran Khan, owner of The Lunch Box, Black Rooster Bakery, and La Perla Negra, engaged Paige Hendricks to take a look at marketing in place for The Lunch Box, their first restaurant, purchased in mid-2013. PHPR determined best ways to freshen the brand and increase customer loyalty through a number of strategies, all within a scalable plan the company team can seamlessly implement as organic growth and further acquisitions ensue.

**Non-Profit Awareness Expansion, Advertising Campaign & Marketing Materials Consulting | Tarrant Area Food Bank**

Tarrant Area Food Bank benefited from PHPR counsel for over 15 years, a period of remarkable growth for a premier non-profit social service organization that serves over 350 partner agencies in 13 counties. PHPR's comprehensive PR and marketing plan, print materials, advertising campaigns, internal and external strategies increased awareness about hunger issues, add food resources, increase volunteer ranks, and expanded funding to sustain multi-audience attention and assure sustainability.

**Communications Audit & Marketing Plan | Dispute Resolution Services of North Texas**

PHPR's research and board facilitation set the stage for a refined brand and a new marketing plan with revised messages and refreshed brand and informational materials for this respected non-profit organization. The group's goal, to align disparate messages and visuals, will reach varied audiences – from the judiciary to hundreds of volunteer mediators to the indigent clientele that depend on DRS for resolution of issues as required by court procedures. The program is designed to be implemented by DRS.

**Public Relations & Marketing Support Program Design | Sanford, Baumeister & Frazier, LLP**

Since 1949, Sanford, Baumeister & Frazier, LLP, clients, successful businesses and families, has distinguished itself through excellence in advisory and tax services. PHPR supported SB&F with PR program design, strategic consulting, an inventory of print materials, and media relations processes for nearly 20 years.

**On-Call PR Support Services | Loli Kantor Photographer**

PHPR provides consulting, editing services, proposal and profile writing, and other public relations advisory for this internationally recognized fine art photographer who recently published a book entitled Beyond the Forest (get actual name please) through the University of Texas Press

**Repositioning through a Sales Incentive Program | GAINSCO Inc.**

When GAINSCO refined its insurance underwriting to a singular focus on non-standard personal auto coverage, PHPR designed and executed an original sales incentive program to increase agent engagement and provide rewards for achievements. The theme surrounded events to watch the award-winning No. 99 GAINSCO Grand Am racing team at tracks across the country. The program continues to this day.

**New Media & PR Strategies | Angela Stanford Foundation**

PHPR enjoyed the opportunity to team up with LPGA golfer and North Texas native Angela Stanford to transition her professional and non-profit web presence into a single, cohesive web site to keep fans abreast of her career while focusing on support of the Angela Stanford Foundation, one that provides grants to college students whose lives have been impacted by cancer.

**Rebranding & Business to Business Communications Advisory | Reitman Consulting Group**

Mitch Reitman's accounting and brokerage services business that works with national security alarm companies has had support from PHPR on an ad hoc basis. From a new name, logo, and website to advertising and media relations services, PHPR is a trusted partner for over a decade.

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