



**Brand Refinement, Marketing Plan & Execution Oversight | Dispute Resolution Services of North Texas**

PHPR's research and board facilitation set the stage for a comprehensive marketing plan with revised messages and a refreshed brand. There followed a new website and a full array of new informational materials for this respected non-profit organization, Tarrant County's Dispute Resolution Center. The full program is being implemented by DRS North Texas team members.

**Rebranding, Repositioning & Public Relations Program Design | DRC (formerly Day Resource Center for the Homeless)**

PHPR helped the DRC expand its mission and co-location service strategy through adopting a new name, rebranding and designing a full repositioning, media relations and community relations plan launched in the fall of 2015. The group's budget and funding have increased by 75 percent since summer, 2015, enabling more services for people experiencing homelessness.

**50<sup>th</sup> Anniversary Celebration & Ongoing PR Consulting Services | First Methodist Church of Fort Worth Foundation**

After a successful 50<sup>th</sup> anniversary celebration in 2014, PHPR continues to consult with this \$60+ million endowment fund that exists solely for financial support of First United Methodist Church of Fort Worth. We provide ideas for new initiatives, writing and editing services, and issue management and communication expansion strategies.

**Repositioning & Sales Incentive Program | GAINSCO Inc.**

When GAINSCO refined its insurance underwriting to singular focus on non-standard personal auto coverage in 2005, PHPR designed and executed a sales incentive program to increase agent engagement and provide rewards for achievements. The theme surrounded GAINSCO Grand Am racing events at tracks across the country. The program continues to this day.

**Issue Management & PR Strategies | Leland's Industries LLC**

Leland's executive team reached out to PHPR for assistance dealing with social media commentary and interaction, seeking a plan with a variety of strategies to extend goodwill and secure customer loyalty. Our action chart is serving as a basis for this successful Texas manufacturing company's first-ever formal public relations and community relations outreach.

**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 sales collateral, advertising and media relations services, PHPR continues in a second decade as RCG's trusted partner.

**PR Program Plan & Business Expansion Support | Saizek Investments, Restaurants**

Imran Khan (The Lunch Box, Black Rooster Bakery and La Perla Negra) initially engaged us to take a look at marketing for The Lunch Box, their first restaurant, purchased in 2013. PHPR determined best ways to freshen the brand and increase customer loyalty, all within a scalable plan that the company team is seamlessly implementing as organic growth, additional acquisitions and new launches 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 this premier non-profit social service organization that serves over 350 partner agencies in 13 counties. PHPR's comprehensive PR and marketing programs, collateral, advertising campaigns, and internal and external strategies increased awareness about hunger issues, added food resources, increased volunteer ranks, and expanded funding to assure sustainability.

ESTABLISHING RELATIONSHIPS | SUSTAINING REPUTATIONS | SINCE 1978