



THE
HARBINGER
GROUP



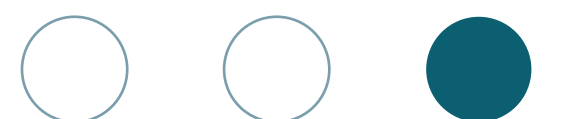


THE HARBINGER GROUP

We are a thought-leadership marketing consultancy.
We help companies and organizations tell their best story.

What's your story?

LET'S TELL IT TOGETHER.



Summary of Firm: We are a thought-leadership marketing consultancy that helps organizations tell their best story. We follow the Strategy-First approach and our creative choices are grounded in research and analytics. We are deeply experienced in integrated marketing communications and public relations, with significant depth in several sectors: Education, Financial Services, Private Equity, Healthcare, Professional Services, Unions/Associations and Real Estate. Our team is comprised (intentionally) of seasoned, high-value marketers with decades of experience. We forge meaningful, long-lasting relationships with our clients, many of whom have worked with us for more than 10 years and at multiple companies. We are strategic partners to our clients and often become part of their executive leadership team as valued counselors.

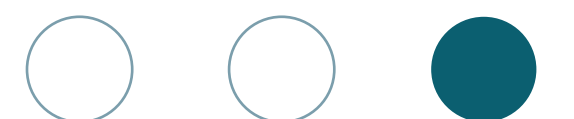


Founded: 2003

Location: Chicago, Illinois

Depth of Professional Staff: 10 professionals on the team with deep experience in all aspects of marketing communications that bring programs to life through: strategic planning, message architecture and development, content creation (digital, video, audio, writing), earned media placement, social media management, website development and design, speaking opportunities and awards.

Primary Point of Contact: Eileen Rochford, CEO eileenr@theharbingergroup.com | 312-953-3305 (mobile)



The Harbinger Group is...

EXPERIENCED.

We are deeply experienced in marketing communications and public relations, with significant depth in these sectors:

- Financial Services
- Education
- Healthcare
- Professional Services
- Real Estate

STRATEGIC.

We are focused on strategy first and tactics second.

Our strategic communications team helps integrate your campaigns so they speak with a single voice, resulting in a clear message that resonates with and reaches your audiences.

EFFECTIVE.

Our clients told us what they need most from business communications, and why. We've engineered our firm to deliver against your core needs.

The result is **The Harbinger Group**—a marketing agency that is highly-networked, nimble and flexible, and efficient.



Why THG?

- ▶ Strong, diverse industry experience; we know how to tell a story in your space
- ▶ Diversified suite of communications capabilities
- ▶ Senior team members manage day-to-day strategy and execution
- ▶ Provide big-picture thinking, and value the importance of getting the details right
- ▶ Operate on time and on budget



Why Thought Leadership?

BUILDS

credibility, trust and strong relationships

GROWS

reputation

INCREASES

sales

INFORMS

provide useful content to your target audience

DEVELOPS

meaningful relationships



Winning Requirements

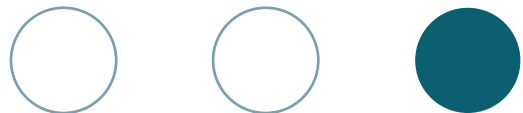
STRONG STORY

CLEAR GOAL

GREAT CONTENT

BEST CHANNELS

**INCREASED
AWARENESS
& BUSINESS
OPPORTUNITY**



Our Services and Capabilities



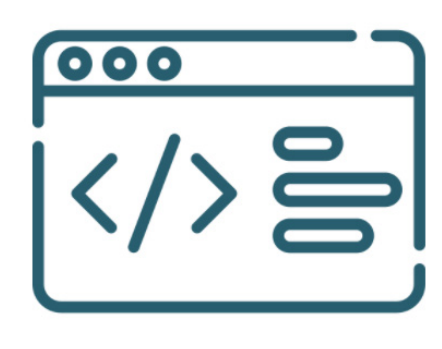
Digital & content marketing strategy and management



Graphic design & content creation



Social media strategy & community management



Website development and SEO optimization



Earned media placement



Editorial services



Executive trainings & communications



Media training



Speaking opportunities management



Email marketing



Internal communications strategy & management



Crisis communications





modern
teacher

EDC  RA
HIGHER EDUCATION SERVICES

LEAP  innovations

EDUCATION



NATIONAL
LOUIS
UNIVERSITY

1886

 WINSTON KNOLLS
EDUCATION GROUP

CCH
COLUMBIA COLLEGE
HOLLYWOOD

Our Client Portfolio

Our clients come from a diverse mix of industries including education, financial services, private equity, healthcare, professional services, unions/associations and real estate.

PRIVATE EQUITY/ FINANCIAL SERVICES

GTCR

 FIRST
COMMAND

HEALTHCARE

Hill-Rom

Welch  Allyn

LMCC/UNIONS/ ASSOCIATIONS

POWERING
CHICAGO 
IBEW 134/NECA





Financial Services



Healthcare



Private Equity



Real Estate

Our Industry Expertise



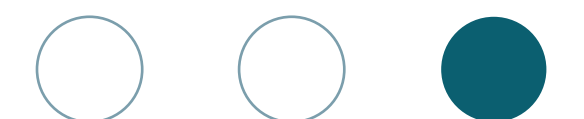
LMCC/Unions/
Associations



Education



Construction





The Harbinger Group is a trusted advisor within the financial services industry. We know how to successfully work within highly regulated environments to successfully deliver straightforward, transparent communications that reach key constituencies and motivate desired actions.

We provide strategic counsel to clients, including financial services firms, banks and private equity firms, about communications that range from announcing a new CEO or recent acquisition to elevating their thought leadership through unique, timely content to preparing them for and responding to crisis situations.

Our financial services clients value our team's sophisticated approach to leveraging relationships and building new ones in the industry to share their stories and increase their brand recognition and credibility. We know who to reach and how to package information in a way that is relevant to them.

Perhaps most telling about our work within the financial services industry is that all of our clients have been with us for a minimum of 10 years—several for longer. We've proven that we know their space and how to help them navigate successful communications in it. Let us do the same for you.



Financial Services



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The promise of digital health has become reality, and the industry is in full shift at a rate far outpacing years past. Meeting patients' expectations of a uniquely personalized care continuum is now standard practice. Three key trends continue to dominate this landscape:

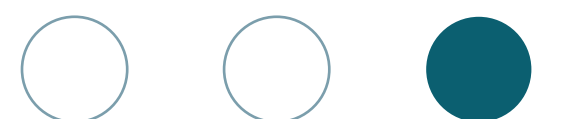
- Consumerization of healthcare
- Access for underserved communities
- Application of big data



Healthcare

Over the years, Harbinger has worked to engage and build relationships with key influencer media, so that they in turn regard our clients as potential sources for any stories they may be working on. We develop and leverage relevant content in the moment, which demonstrates that our team is familiar with their beat topics and that our clients are thought leaders in the spaces these journalists cover. These strong relationships set our agency apart.

The Harbinger Group has worked to deliver lasting results for our healthcare clients over the years, which include Hill-Rom, Ochsner Health, and Allscripts, as well as several pharmaceutical and biotech companies. Our particular strength lies in media relations and content creation, which can be leveraged for use in social media.





Private Equity

The Harbinger Group has extensive experience working within the 24/7, high stakes and ever-evolving private equity landscape to elevate brand awareness for clients. For more than a decade, we have provided strategic communications counsel to private equity clients and their portfolio companies, successfully enhancing their reputations among the audiences that matter most to them.

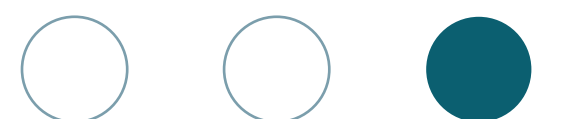
We work from the foundation that simple, great communications are transformative and that every organization has a powerful story to tell. With this in mind, we identify newsworthy stories to share by looking at how our private equity clients' work is different from competitors. We take these learnings and develop thought leadership platforms that spotlight unique investment approaches, along with M&A story angles and valuable industry insights.

We have strong relationships with industry reporters who trust and value our clients' expertise and insights. We have a track record of success sharing M&A news with private equity reporters because we look at stories through the eyes of a reporter, spotlighting angles that will be of most interest to them. And when many of these same reporters are looking for expert private equity sources, they often come to us to connect with our clients as trusted, "go-to" voices about the industry.

As part of our strategic communications work, we identify and secure opportunities for our clients to speak at several top-tier private equity conferences and garner industry award recognition for them for their exceptional work.

We also provide communications counsel to private equity portfolio companies. Whether they're announcing a new member of the C-Suite, or sharing M&A news, we are a strategic advisor to the entire investment and operations team.

The Harbinger Group is highly-networked, nimble, flexible and efficient—and we exemplify these characteristics most in our private equity work. We understand the deal environment and the need to ensure precision and accuracy in all communications. We work around the clock to prepare for announcements and execute successful communications to ensure that we're reaching client target audiences with the right messages—all with the goal of increasing brand recognition and elevating reputation.





Education

The Harbinger Group understands the importance of shining a bright light on educators and organizations that support the power of learning. We know the value of sharing clients' stories to build a strong brand reputation, especially since it runs parallel to driving successful fundraising efforts for nonprofits. A snapshot of our education client roster includes the Golden Apple Foundation, LEAP Innovations, National Louis University, Edcura and Winston Knolls Education Group.

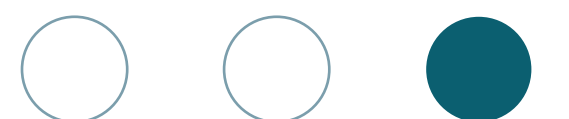
Our tremendous depth of knowledge is evident through our experience working with educators during the last nearly 20 years. Whether we are garnering hundreds of news stories about exceptional teachers who are making a difference in their students' lives, providing social media strategy to generate awareness about education organizations, or preparing for a potential crisis situation, we leverage our unique perspective to help education clients tell their best stories.

Our experience includes working within both the K-12 and higher education environments to identify the value that their organization or product has to offer. We tell our education clients' stories in a particularly powerful way that enhances their brand reputation and connects them with their communities. We look at stories through the lens of the organization, educator, student, parents and community. We study what makes them successful in their mission to advance learning—whether it's pedagogy, technology, partnerships, etc.—we dig deep to uncover what sets apart our education clients from their peers.

We have great success in brand planning and marketing efforts, including leveraging content such as video, blogs, infographics, etc. to share clients' messages via social and other platforms to connect them with more people and organizations who are important to them. We also work with education organizations' leadership to provide strategic marketing communications guidance. We prepare them to make the most of media opportunities and effectively identify and manage any potential crisis situations that might arise.

We remain abreast on education trends and news that's important to our clients. We have an eye for how to shape our education clients' news to fit with the news of the day, either as an expert source or example of a program that is changing the landscape of learning. We have developed strong relationships with national, local and trade education media, and they often seek interviews with our clients when they are writing their stories.

We take great pride in the work that we do for education clients, because we know that their work has such a profoundly positive impact on society. With that in mind, we leave no stone unturned when planning and executing marketing communications strategies on their behalf.





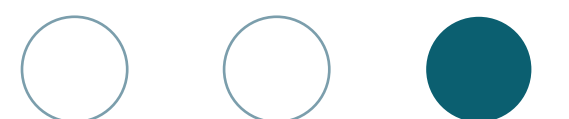
LMCC/Unions/ Associations

Though most people are unfamiliar with what LMCCs are, millions depend on them for essential services like electricity, construction and more. And LMCCs can depend on us to help tell their story and ensure their members secure business that moves the needle.

Since 2019, we have done exactly that for one of Chicago's largest LMCCs, Powering Chicago. Bringing together International Brotherhood of Electrical Workers (IBEW) Local 134 electricians and the Electrical Contractors' Association (ECA) of the City of Chicago, Powering Chicago invests in consistently better construction, better careers and better communities; core messaging we developed after a comprehensive discovery process designed to draw out what sets its members apart.

To make sure Chicagoans know the value of hiring a member of the unionized electrical industry, we support Powering Chicago through a comprehensive communications program developed with its members' business needs front and center. Leveraging media relations, social media engagement, supercharged website content, digital advertising and industrywide relationship building, our strategic approach yields results.

With a team experienced in the nuances of associations with complex needs and varied stakeholders, we can deliver value in a way that very few other firms can manage.



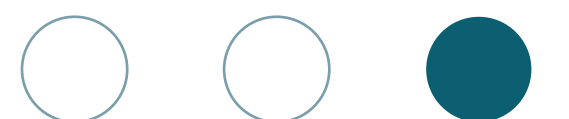


Construction

In Chicago and cities across the U.S., few industries roared back from the Great Recession more robustly than construction. With a sudden slowdown brought about by COVID-19 and greatly increased competition for limited jobs, it is more important than ever for members of the construction industry to clearly communicate their value propositions to potential customers.

With extensive experience supporting real estate companies and unionized members of Chicago's electrical construction industry, we know what it takes to help you succeed.

Our proven B2B approach means cutting through the noise and telling the stories that matter most to your business' success. Whether through media relations, content creation, social media, speaking opportunities or digital advertising, we will design a communications strategy that meets your unique needs.





For more than a decade, The Harbinger Group has worked with clients within the real estate space to communicate their unique offerings, garner third-party endorsements for their work and generate interest in their businesses. Clients in this space have included The Habitat Company, The Federal Savings Bank, Home Partners of America

We understand the many distinct aspects of real estate, including property management, financing, leasing, expansion, etc. We work with clients to take a close look at the multiple dynamics constantly at play in their industry, and identify how to share their perspective in a meaningful way.

We connect our clients with real estate and mortgage reporters to tell their stories and position them as experts in trade and mainstream media outlets to comment on the industry through its ups and downs.

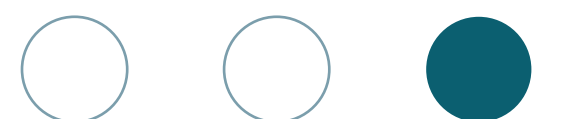
We also know the importance of a robust social media and online content strategy. We manage social media campaigns that include the strategic creation of original written and video content that increase inquiries for our real estate clients. We strategically leverage these platforms to tell our clients' stories in an impactful, engaging way to reach their target audiences.

Not to be forgotten, we also guide real estate clients through internal communications to ensure that their employees are informed of company developments and successes in a timely and straightforward manner.

We often media train our clients about how to talk with reporters and effectively convey the story that they want to tell. We know that every company has a unique story to tell, and from the beginning, we work with our clients to share that story with the people who matter most to them.

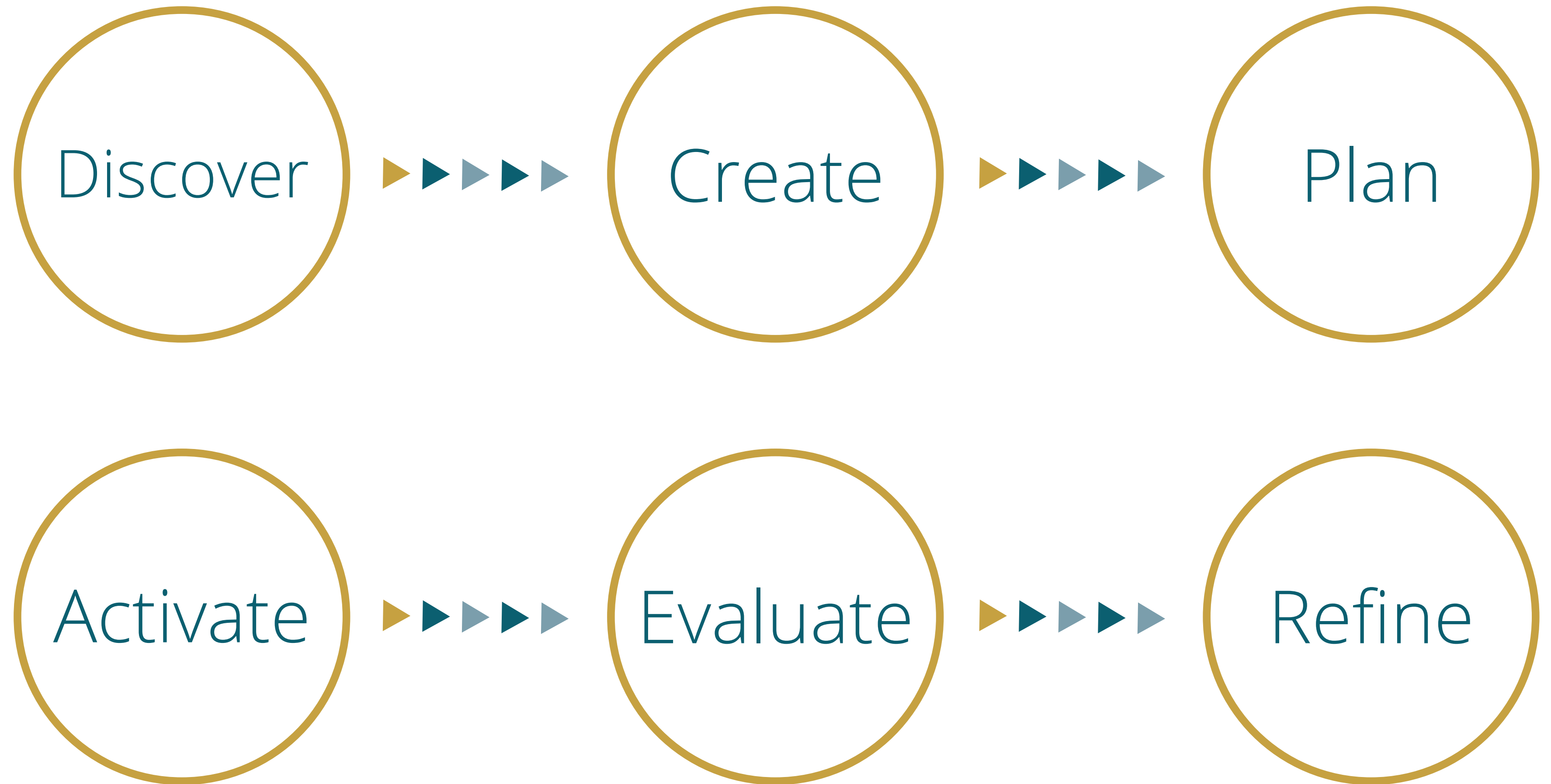


Real Estate



How We Work

The Harbinger
Group's Formula
for Success





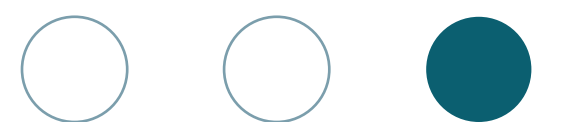
- ▶ Intake briefings with key leadership
- ▶ External Mini Audit of marketing messaging from relevant organizations
- ▶ Media audit of relevant coverage
- ▶ Social media audit of relevant issues and organizations
- ▶ Draft messaging framework
- ▶ Draft a strategic hypothesis

Discover



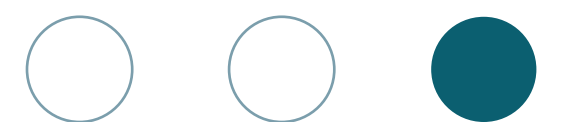
Create

- ▶ Evaluate and summarize Discover findings
- ▶ Review synopsis of Discover findings with clients
- ▶ Write messaging draft and review with clients
- ▶ Create story angles and pitches
- ▶ Create digital advertising campaign concepts
- ▶ Create social media campaign concepts



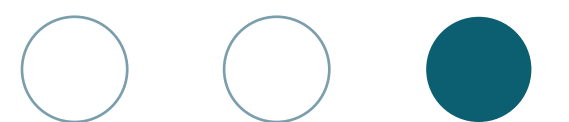
Plan

- ▶ Media angles and targets
- ▶ Editorial calendar
- ▶ Thought leadership topics and recommended materials to develop
- ▶ Digital advertising campaign elements
- ▶ Digital advertising calendar
- ▶ Email campaigns
- ▶ Social media campaign elements
- ▶ Social media calendar
- ▶ Speaking opportunities
- ▶ Define initial marketing goals to test and refine



Activate

- ▶ Following completion of the plan, we will be ready to implement all recommendations immediately

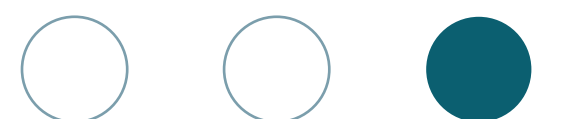


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- ▶ Landing pages for digital campaigns
- ▶ Social media metrics (Hootsuite)
- ▶ Website traffic (Google analytics, Moz, Alexa)
- ▶ Media coverage (Cision, Coverage Book)
- ▶ Advertising engagement

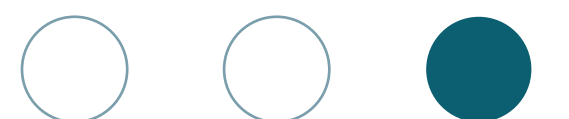


Evaluate



Refine

- ▶ Data-informed improvement
 - ▶ Monthly insight snapshots on progress and areas requiring change
 - ▶ Quarterly summaries and progress review meetings with client





THE
HARBINGER
GROUP

Brand and Identity Development with Comprehensive Messaging Program



1 **About The Harbinger Group**

2 **Clients & Industry Expertise**

3 **Successes**

4 **How We Work**

5 **Our Team**

Client Successes

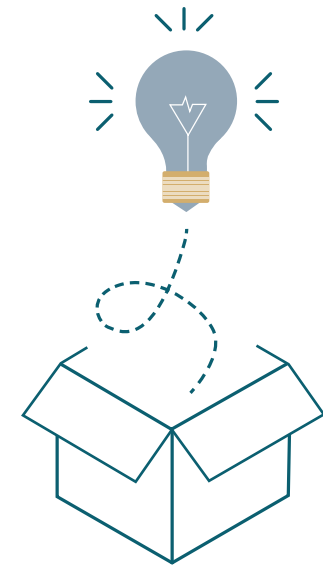
Expertise and Experience



We offer you deep experience and expertise.

While not all of these skills will be tapped directly for your project, the full breadth of our knowledge informs our mindset and uniquely qualifies us for this work.

Our Offers



BRANDING

RESEARCH

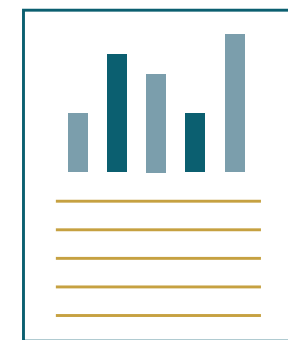
- Quantitative and qualitative
- Primary and secondary

STRATEGY

- Definition
- Positioning and messaging

CREATIVE

- Platform development
- Print and digital expression



MARKETING

PLANNING

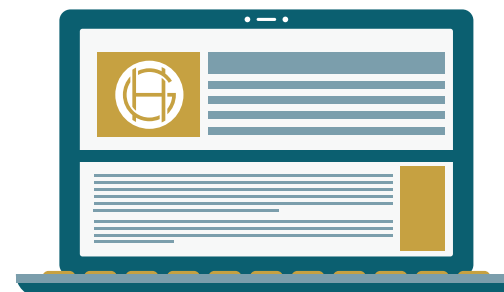
- Campaigns
- Communications and media

EXPERIENCE DESIGN

- Digital
- Print
- Video

EXECUTION AND MEASUREMENT

- Dashboards
- Analytics



DIGITAL

WEBSITES

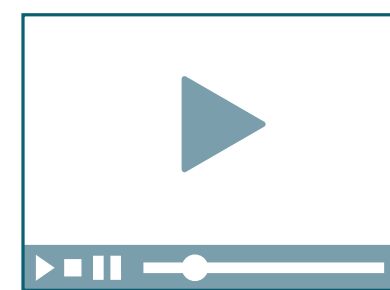
- .edu sites
- Campaign microsites

DIGITAL TOOLS

- Tablet applications
- Digital brand guidelines

CUSTOMIZED SOLUTIONS

- e-commerce



MEDIA

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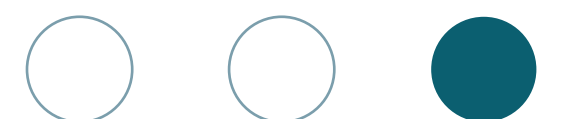
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Private and **Independent**

Founded
in **2003**



Headquartered
in **Chicago
Illinois**

large agency
experience



A nationally certified
woman-owned business

small
agency
costs



cost **effective**

More than **10 professionals**
with expertise in:

- ▶ Research and analytics brand, marketing, and digital strategy
- ▶ Account and project management
- ▶ Creative design and execution
- ▶ Web design and development

Our approach for this initiative strikes a balance between strategy development and creative expression.

We've crafted the activities within this approach based on the information you've shared with us to date, our understanding of best practices, and our experience with similar types of engagements.

Project Approach

PHASE 1 **DISCOVER**
OBSERVE | LISTEN | LEARN

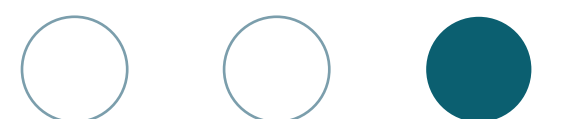
PHASE 2 **PLAN**
ORGANIZE | ALIGN | PLAN

PHASE 3 **CREATE**
VISUALIZE | VERBALIZE | CONCEPTUALIZE

PHASE 4 **ACTIVATE**
IMPLEMENT | EXECUTE | LAUNCH

PHASE 5 **EVALUATE**
OBSERVE | LISTEN | LEARN

PHASE 6 **REFINE**
OBSERVE | LISTEN | LEARN



Our Team

ACCOUNT MANAGEMENT



EILEEN ROCHFORD,
CEO

Eileen is responsible for the strategic planning for all our clients. Since its inception in 2003, Eileen has put together and led a handpicked team of accomplished communication and PR professionals that work throughout the United States.



MICHAEL HOFFENBERG,
Finance Manager

Michael Hoffenberg brings over thirty years of financial, administrative and operational management experience to The Harbinger Group. He has been recognized for his strong ability to identify and solve business and organizational problems, primarily in the non-profit sector.

STRATEGY



KELLIE KENNEDY,
Vice President, Strategic Marketing

As communications and the ways in which audiences consume information continues to evolve, Kellie has modernized her approach to strategy and content development.



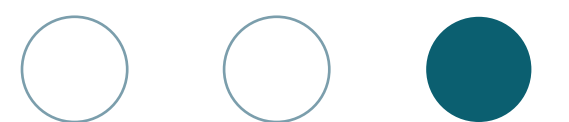
SHONNE FEGAN-EHRHARDT,
Vice President, Strategic Content Development

Shonne is an accredited public relations professional with more than 20 years of experience helping develop and execute strategic communications plans in varied industries including technology, consumer products, B2B, healthcare, food, professional services and higher ed.

Meet the team

Your core team at Ologie is designed to promote collaboration. While account management is responsible for marshaling internal resources to fulfill all project deliverables, all functions work together to ensure the success of the program.

Team Structure



CREATIVE



TONY BOSMA,
Director of Digital Marketing

Tony continually evolves his professional skills based on the latest marketing communications trends and needs of The Harbinger Group's clients. In the ever-changing landscape of the marketing and digital media sectors, his ability to adapt and respond are vital.



DAVID PICKARD,
Account Director

David Pickard is a seasoned marketing and communications professional with a background in the corporate and nonprofit sectors. He specializes in developing and executing integrated communications strategies that foster engagement and drive action among target audiences.

SOCIAL MEDIA



NANCY FORD,
Director of Strategy Development & Integration

Nancy builds objective-driven, audience-based strategic road maps and messaging platforms that ensure clarity and consistency of brand positioning.

EARNED MEDIA



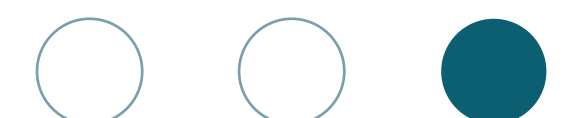
MADDIE SPIKER,
Sr. Strategist

As a Senior Strategist, Madeline plays an essential role in gathering information to provide direction, presenting strategic thinking and leading implementation of a strategic plan across a cross-functional team of creatives, account executives and business partners.



MIKE BEYER,
President and Chief Media Officer

Mike Beyer brings over twenty years of media relations experience to The Harbinger Group. His expertise lies in healthcare, serving clients such as Pharmacia Corp. where his work resulted in articles being placed in the New York Times, Los Angeles Times, Associated Press, and USA Today.





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