

Strategy



COMMUNICATIONS

Service



Relationships



Results



STRATEGY | SERVICE | RELATIONSHIPS | RESULTS

Strategy

“MSR Communications offers a depth and breadth of experience that is refreshing and extremely valuable to us . . . I enjoy the everyday experience of working with a high-level expert, a senior consultant . . . This is rare and welcomed.”
—Andrew Lev, President & Chief Executive Officer,
Founder of MetaTV

Service



Relationships

“...MSR Communications is aggressive, responsive and proactive. The firm is totally committed and dedicated to the success of their clients.”
—Allen Beasley, Partner, Redpoint Ventures

Results



COMMUNICATIONS

Emerging-growth technology and new media companies need more than a public relations agency. They need a communications ally with marketing-driven ideas to support corporate identity and build brand awareness. A strategic catalyst to ensure corporate messaging meets the minds of the target audience. And resonates throughout the marketplace.

...At MSR Communications, we deliver this and more.

The Big Idea is No Accident

We are a team of marketing visionaries, uniquely seasoned in the practice of public relations and marketing communications from “both sides” of the conference table. Most of our team members have held senior-level positions in the corporate as well as agency environments — an advantage offered by very few firms. What’s more, we have worked with some of the world’s most prestigious corporations and many of the newer enterprises that are shaping the technology age.

Of course, our clients are first to benefit from these credentials. We continuously deliver a refreshing range of original and resourceful solutions to their marketing challenges. As a result, MSR clients trust our genuine grasp of what will work, where it will work, how long and why.

Each MSR team member possesses a passion for creative intelligence. Combine this with our collective aptitude for the business of communications, and the result is a powerful mix of talent and expertise dedicated to the success of our most valued partners...*our clients.*



Strategy

Strategy for Success

“We selected MSR Communications because of their hands-on, aggressive approach to public relations. The team has demonstrated . . . their creativity in rising above the noise that surrounds this industry, as well as their solid working knowledge of the media and analyst communities, that we weren’t able to find with other agencies.”

—Candice Beisler,
former Director of
Marketing Communications,
FaceTime Communications

We use public relations as a strategic weapon. This is the only way to consistently champion the companies we represent. MSR’s successful track record is based on solid industry knowledge and a refreshingly clear understanding of our clientele and the markets they serve. We are deliberate. We are proactive. Week in and week out, through circumspect attention to detailed planning, we uncover, discover, and develop new ways to define, refine, shape and promote our clients with clarity and precision.

“Service” is a Verb

To work closely with the companies we consult, we start by shaping goals and objectives into action plans that are achievable, measurable and readily capable of evolving into powerful campaigns.

Our formula for making great things happen encompasses all facets of the communications business. These include corporate messaging and positioning exercises, public relations management, analyst relations management, media training, speech coaching, crisis and reputation management, and many other PR and marketing services.

More important than what we do is how we do it. Best practices at MSR Communications mean accessibility, responsiveness and the genuine ability to swiftly shift into “solution mode” from the get-go. Together.

“There is a nine-hour time difference between Frankfurt and San Francisco. But that’s not an issue, as I know I can rely on MSR Communications at any time, day or night, for collaboration on a project and help with its successful completion.”

—Ute Zimmerman, President/CEO, euroPResence GmbH Public Relations
International PR Network Partner Firm

Service

Relationships

Rich Relationships

We are passionate about our work. And it seems to be contagious.

When the firm opened its doors in 1999, we established a unique network of people who methodically — and enthusiastically — create opportunities for clients. We have a way with words — a solid reputation among today's media for communicating what's original and incredible about our clients.

We welcome and encourage partnerships in everything we do. Our clients are partners. Our media and analyst liaisons are respected and responsive contacts. Principles of trust, curiosity and integrity are instilled in everything we say and do. These practices are the foundation of how we plot, write and produce our clients' success stories. We live and breathe to see our clients succeed. Quite simply, their success stories are ours, too.

Results. Results. Results.

We work hard to create a different, distinct brand of public relations. And we are not satisfied until we see measured, qualitative, accountable results.

"Ink" is not the only driving factor in the way we execute a program. "Think" is. Focus and flexibility, too. We monitor each step of the way to ensure that the right message is received by the right audience. If a strategy isn't working, we calmly and deliberately alter our approach to achieve the appropriate results. We go far beyond "Plan B".

Are we having fun yet? Absolutely. Because we always strive to achieve and exceed our clients' expectations...

"MSR Communications is known for its quality of work, relentless pursuit of perfection, tight relationships and an ability to leverage and transform these relationships into positive results for its clientele . . . The firm has always hired the smartest and brightest strategists."

—Katie Portillo Belding,
Director of Corporate Communications,
Norwest Venture Partners



"With their strategic thinking, creativity, excellent counsel and service and results-oriented approach, MSR Communications did wonders to raise MobileWay's U.S. profile. They garnered outstanding coverage — both from a qualitative and quantitative perspective — which significantly contributed to securing the trust of investors."

—Marie-Pierre Czabak,
Vice President,
Marketing Communications,
MobileWay, Inc.

Results

EXCEEDING EXPECTATIONS





COMMUNICATIONS

The Whole is Greater Than Some of the Parts


Size matters. Our mission is to remain a strategic boutique agency — one that is focused, agile, hard working and smart — a mere heartbeat away from our clients' goals and objectives.

Team matters. Our collective expertise is living proof that when certain people work together, exciting ways to communicate occur naturally and regularly. And, we're not alone. We enjoy an ongoing relationship with an international network of boutique PR firms throughout Europe and the Pacific Rim that share our passion.



“In the early days, we had to take a hard look at hiring a boutique firm like MSR Communications. Looking back, we can unequivocally say we made the right choice. And, if we had to, we would make the same decision over again.”

—John Esrey, Vice President, Strategy and Corporate Development, MetaTV



We are eager to work with like-minded clients who value our passion for creating mindshare. We encourage you to experience a new brand of public relations.



Communications Management Services

- Corporate Positioning and Messaging
- Media Relations
- Analyst Relations
- Speaker Placement Programs
- Crisis and Reputation Management
- Earnings Reporting
- IPOs

Industry Experience

- Business to Business Services
- Consumer Technology
- Enterprise Software and Hardware
- Financial Services
- Interactive Television and New Media
- Mobile and Wireless
- Retail
- Telecommunications
- Travel and Entertainment

Event Management

- New Products, Technology and Services Launches
- Press and Analyst Tours
- Press Conferences
- Tradeshow Events

Strategy

Service



COMMUNICATIONS

STRATEGY | SERVICE | RELATIONSHIPS | RESULTS

Relationships

Results

San Francisco, California
www.mscommunications.com