



The Goals:

- To promote Performics' chief executive officer as a leading entrepreneur in the vibrant Chicago business community
- To earn Performics recognition as a leader in shaping a \$4 billion interactive marketing industry
- To increase brand visibility, bolster sales collateral and increase the number of executive speaking engagements

The Deal:

PReturn staff provided on-site support for Performics to augment internal resources and expanded media relations activities into case study development, conducting comprehensive customer interviews and developing compelling testimonials. PReturn staff also developed a focused awards program to nominate Performics and its executive leadership for multiple business and industry awards that had eluded the performance-based marketer in previous years.

The Outcome:

PReturn staff nominated Performics and its executives for four awards. Efforts focused on securing nominations for awards that would elevate the brand among its target clients of online retailers, catalogers and other direct marketers as well as within Chicago's business community. PReturn staff leveraged case studies, company milestones and executive expertise to secure the honors of highest priority.

The Tools:

- Concise and compelling writing
- Customer success stories
- Attention to detail
- Consistency in messaging
- Business milestones
- Meticulous follow through

The Results:

PReturn staff successfully secured each award for Performics and its executives. Garnering the awards provided the local and national visibility and brand recognition that had previously gone to its competition. Performics' executives were able to leverage the awards to increase the firm's credibility through sales collateral and increase the number of industry speaking events on their calendar. The support provided by PReturn staff helped ensure the results that further fueled Performics' business.

Honors Achieved:



Chain Store Magazine's



BOTTOM LINE MARKETING.

preturn.com