



PRMG

MENU OF SERVICES

PUBLIC RELATIONS

PRMG utilizes various ingredients from public relations to create a recipe that meets your goals, such as *media relations* supported by *advertising*, *online marketing* and *video production*. Our approach ensures that you remain focused on running a successful restaurant. **Served with:** Strategic Planning and Research, Media Relations and Publicity, Event Planning, Community and Government Relations, Issue and Crisis Management.

MARKETING

PRMG helps your restaurant stand out from the neon glow of fast-food joints and the monotony of national chains with an effective marketing strategy. PRMG works with restaurants to build a strong, loyal customer base, through *advertising*, *promotional events* and *feedback tools* that involve the patron with helping the restaurant succeed. **Served with:** Websites, E-Newsletters, Direct Mail, Customer Comment Cards, Grand Openings, Open Houses and Special Events.

DIGITAL VIDEO PRODUCTION

The world relies on visual communication now more than ever, with hundreds of television channels, DVDs selling by the millions and videos streaming online.

PRMG's Digital Video Division provides a full-range of services that can help you turn viewers into customers. We produce t.v. commercials and overview videos, live event coverage, video for the web and marketing DVDs.



GRAPHIC DESIGN

McDonald's has its arches. KFC has Col. Sanders. You have the award-winning PRMG design department, working to create a unique and memorable corporate identity for your restaurant. In addition to a logo, a color palette and a selection of typography, the design department produces materials that effectively transmit your message to your customers and potential customers. **Served with:** Menus, Signage, Fliers, Letterhead, Envelopes and Business Cards, Brochures, Advertisements, Mail Pieces, Comment Cards and Invitations.

WEB DEVELOPMENT

The internet is the new frontier in marketing. A successful restaurant harnesses the power of a professionally-designed website to reach customers instantaneously and interactively. PRMG designs websites with downloadable menus and directions, tools to process online reservations and forms to receive customer feedback.

ADVERTISING

PRMG's professional staff can craft your message for any medium seamlessly. We apply the same high-quality production values and unique esthetics to all of your print and online advertising, television and radio commercials, printed marketing materials and website. Customers will be drawn to your restaurant when they see your message, whether its on the page, on t.v. or online.



Helping Your Restaurant Find Its Way

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