



PenVine is a team of precision thinkers, publicists, and wordsmiths dedicated to fostering innovation and growth in the mobile, technology, marketing, and entertainment sectors. Together with our clients, we've showcased innovations, proven new business models and paved the way to new lifestyles.

PenVine introduced and marketed:

- Mobile Advertising to the masses with Third Screen Media, Millennial Media, GoldSpot Media and Mobile Posse
- Mobile phone messaging lifestyles with mBlox and Telescope
- Handset personalization and content discovery services with mPortal and Movial
- Mobile movie ticketing with Fandango
- Mobile video/content user-experience optimization and management with Camiant, BroadHop and GoldSpot Media
- Mobile innovation and the cloud computing apps and services with the world's largest product development outsourcing companies: Symbio and Persistent Systems
- One of the first Augmented Reality campaigns with Zemoga
- Fiber-to-the-business with Cablevision's Optimum Lightpath
- Digital audio advertising and branded online music playlists to market with TargetSpot and Guvera
- The power of multiscreen engagement to operators and brands with SeaWell Networks and GoldSpot Media
- Interactive queuing for frustration-free shopping and safe traveling with Tensator Group and Lawrence Metals

Our team has experienced many firsts with our first-mover and leading innovator clients. With aggressive PR support resulting in exits to Google, Avaya, Cisco, BroadSoft, Tekelec and Radisys, an IPO on the AIM exchange, highly publicized global M&As, and booming organic growth across new and existing markets and verticals, PenVine brings a solid foundation of executive-level experience to you – to help drive and exceed financial and business goals.

## Strategy

- \*Market and Competitive Intelligence
- \*Executive Communications Program
- \*Spokesperson Media Training
- \*Messaging Workshop
- \*Perception Audit Studies
- \*Shareholder/Stakeholder Presentations
- \*Corporate Communications Guide
- \*Litigation Support
- \*Crisis Management

## Social Communications

- \*SEO and Social-Optimized Announcements
- \*Social Media Content Marketing
- \*Level 1 CRM Response Coordination
- \*Fan/Follower Engagement
- \*Community Engagement and Growth
- \*Audience Listening and Response
- \*Event Marketing
- \*Digital Strategy

## Marketing

- \*Branding
- \*Event Marketing
- \*Direct Marketing
- \*Advertising
- \*Website Strategy

## Media Relations

- \*Announcement Strategy & Development
- \*Customer Reference Program Strategy
- \*Customer Program Management
- \*Association Relations
- \*Product Reviews Guide
- \*Reviews bookings & Tours
- \*Proactive Outreach
- \*Rapid Response Initiatives
- \*Vertical Breakthroughs
- \*Scripting & Reporting
- \*Influencer Lunches and Roundtables
- \*Press Events

## Analyst Relations

- \*Manage Relationships & Subscriptions
- \*Report Strategy and Negotiation
- \*Drive Inbound & Outbound Program
- \*Quarterly briefings
- \*Reports Calendar Management

## Thought Leadership

- \*Speakers Bureau
- \*Awards Program
- \*Blog Posts & Responses
- \*Ghostwriting
- \*White Papers