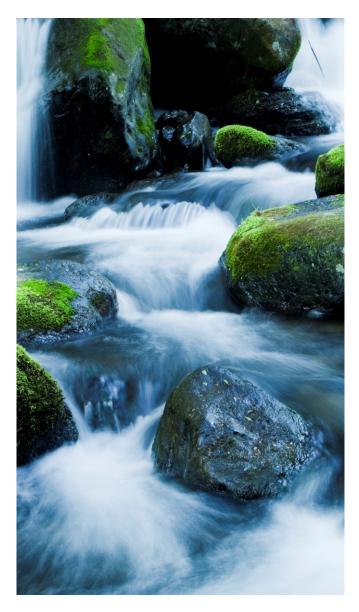
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INTRODUCTIONS

emii Media Group goes far beyond any normal definition of a marketing company, PR firm or digital agency. We handle large-scale advertising and branding campaigns, we build enterprise-level web and mobile applications, and we can train a room full of executives from across the country how to handle the media.

We don't fit the mold. A marketing company, a PR firm, a digital agency – none are quite enough. We create brands and advertising campaigns for companies and organizations across the nation. We build enterprise-level web and mobile applications. We handle crisis communications for clients we can't mention. And we are able to do it all because we have filled our walls with smart, dedicated and wellresearched professionals who like debates, data, human psychology and the unexplored.

Brands live and breathe in the wild. They take up residence in consumer's minds. They are ripped apart and praised online, at dinner tables and in the media. And while we can't always control the nature of the brand, we can help mold the conversation. We ensure that what we bring to life in your brand is based on consumers, and that it's consistent, powerful and true.

We were also tasked with developing a community outreach program, which was designed to bring the message directly to our audiences, in person. We hired a statewide outreach team to reach targeted persons through nonprofit and government partners, select events, malls, churches, schools and universities, town hall meetings, enrollment fairs, in-home presentations and a door-to-door canvassing program.

We also handled another form of person-to-person outreach to spread the word about physicians and hospitals throughout the country: events. We planned and produced two, one-day stakeholder events — and invited legislative staff, insurance brokers, tax preparers, nonprofit community agencies, and county- and state-based social services agencies. HMG produced the event, soup to nuts — from speaker recruitment to program development to site logistics and promotion.







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