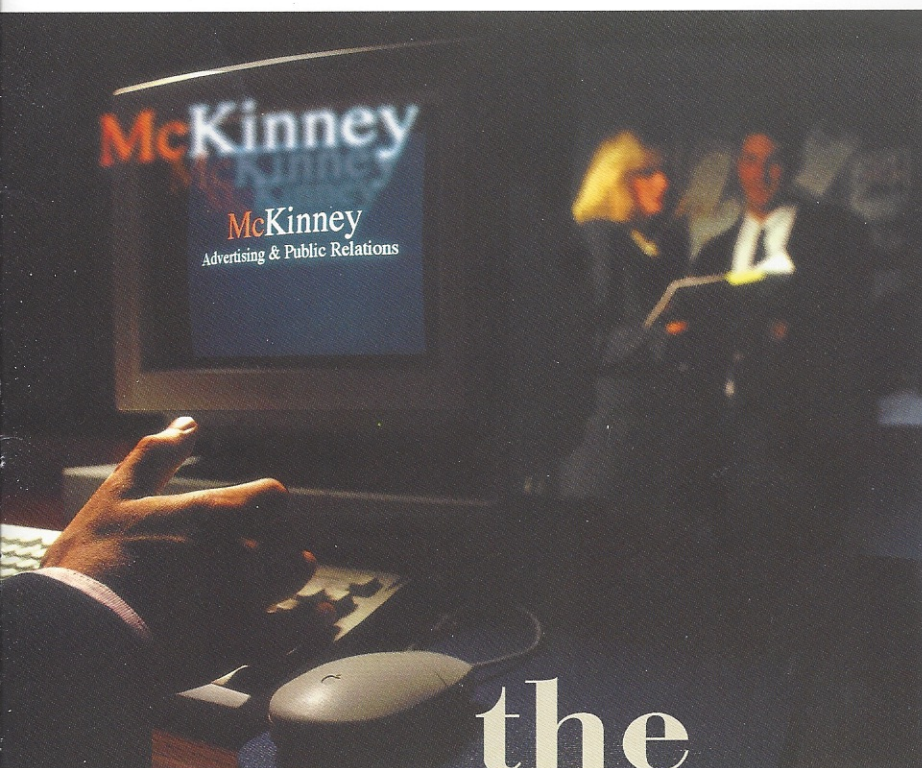


McKinney

Advertising & Public Relations



the **McKINNEY** Difference

Many advertising and public relations agencies may tell you how different they are. We show you. At McKinney Advertising & Public Relations, our specialty is business-to-business marketing. We understand that the bottom line is affected by sales, and sales leads come from promoting your product to targeted audiences.

For more than 60 years, McKinney has provided results-oriented marketing programs to business-to-business companies. Our expertise lies in influencing how products and services are identified, specified and purchased within organizations and along distribution channels.

Strategy

All initiatives are tied to the client's corporate objectives at McKinney. A thorough evaluation of goals, in-depth marketing experience and creativity result in programs that are strategically solid, on target, on budget and surpass expectations.

Accountability

Accountability should be more than just a buzzword. Proving the Return on Investment in communications programs should go far beyond counting news clippings, measuring column inches and the raw number of inquiries. An effective program will show management what impact it had on sales. That is why all of McKinney's programs are designed with the end-results as one of our primary objectives.

Longevity

We are recognized as America's first business-to-business agency. Founded in 1936, the McKinney name guarantees experience, professionalism, strategic thinking and proven tactics.

Global

McKinney is an equity member and the only North American agency of Confrad International, a network of independent agencies with members in 48 countries. McKinney is also actively involved with the World Trade Center Cleveland, a global business resource that provides extensive, detailed database research and connections to more than 300 contacts and services in more than 80 countries. This combined support provides McKinney's clients with ready access to global marketing communications expertise.

Recognized

O'Dwyer's, the bible of our industry, ranks McKinney as the fourth largest public relations firm in the state of Ohio associated with an advertising agency. This recognition, combined with our 60-year heritage, is a testament to our success.

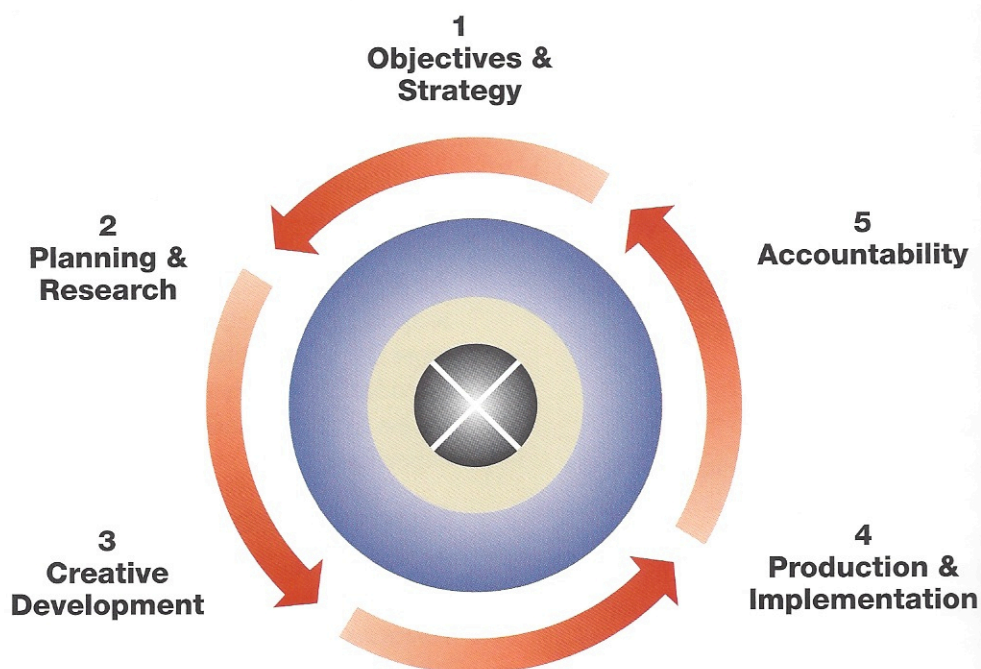
integrated

MARKETING COMMUNICATIONS

programs

McKinney prides itself on developing programs that meet objectives, stay within budget and produce innovative, creative and effective results. We never recommend developing an ad or issuing a press release for its own sake. Rather, we provide a balance of strategic and creative thinking, technical writing acumen and a thorough understanding of the marketplace to give you the highest return on your marketing communications investment.

Our approach is based on a continual process of evaluation and re-evaluation consisting of five manageable steps. Tactics are selected according to objective — not the other way around. Creative development is part of the whole, and not exclusive to a single project or activity. Results are identified and the process repeats itself.





a history based on **STRATEGIC THINKING**

In 1936, a business advertising to other businesses was considered a ridiculous concept. McKinney, however, viewed it as opportunity. This founding philosophy — that all activities must be tied to the client's marketing objectives — continues to guide each and every account.

From advanced technology and scientific organizations to manufacturers across a range of industries, McKinney's communication initiatives withstand the same bottom-line scrutiny that is applied to any corporate objective.

a “hands-on” **APPROACH**

McKinney's clients, regardless of account size, are serviced by a full account team. This philosophy ensures that activities are on target and that new ideas are continuously generated. Your account manager is responsible for the day-to-day implementation of your program. As necessary, your account is supplemented with additional specialized support, including research, creative and graphic design, media evaluation and video production.

Because of our size, McKinney is able to develop close working relationships with our clients. We always provide senior-level account participation, more attention, specialized services and cost-effective programs.

No program is created in a vacuum. McKinney's inclusive approach to projects enables us to bring you the best ideas our agency has to offer.



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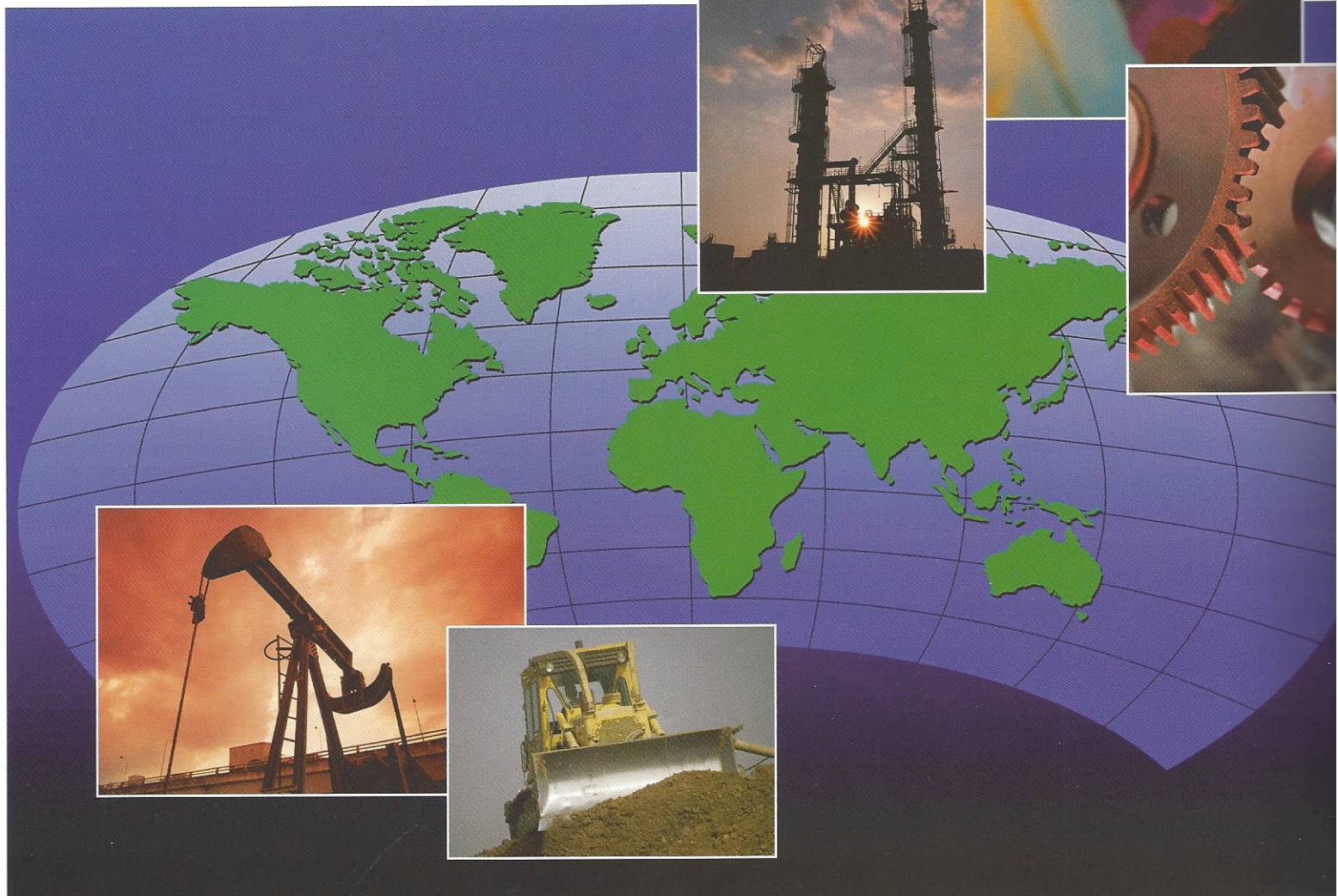
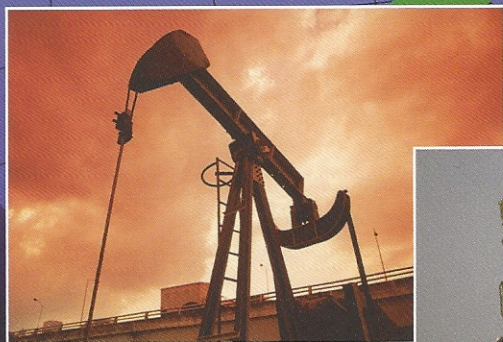
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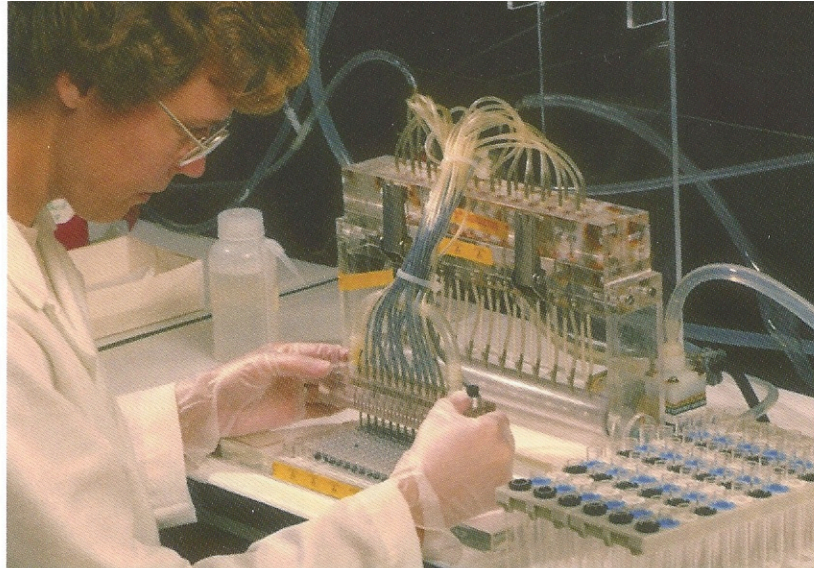
PARTNERSHIP

McKinney considers itself an extension of the companies we serve. We combine knowledge of your products and services with well-established marketing and communication skills. This allows us to act as an effective company liaison and advocate to the media and your customers.

McKinney effectively communicates your message to the people you most want to reach. Collectively, we have worked with representatives of virtually every medium — print, electronic, commercial and trade, outdoor, Internet, multimedia, etc.

By listening to our clients' needs, McKinney designs, guides and supports programs that provide the best workable solutions for your company. McKinney's detailed implementation plans will reach your objectives on time and within budget.





our

CLIENTS

As a full-service agency, McKinney has extensive expertise in a variety of industries. It is our choice, however, to be primarily business-to-business focused.

Our clients are forerunners in their fields with well-established niches. A sample of some of the industries we serve include:

Computer

- An international provider of sensitive electronic support systems that deliver power protection, power conditioning, precision-controlled environments and site monitoring. It is also the leading manufacturer in brand recommendation and brand use among Fortune 1000 companies in their class.



Instrumentation

- The world's leading manufacturer of color control systems, software, instruments and equipment.

OEM

- A leading manufacturer of thermal sensors and electrical component technology.

Construction

- An international supplier of acoustical panels and roof deck systems.

Process Industries

- The principal North American provider of refractories and technology for high-temperature process applications.

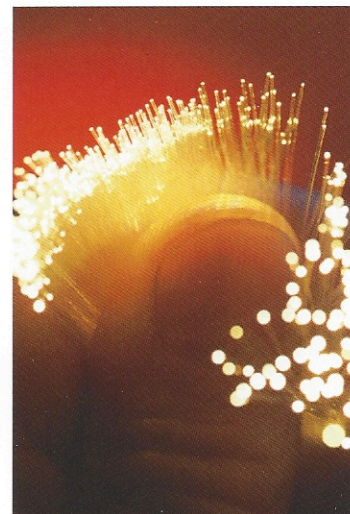
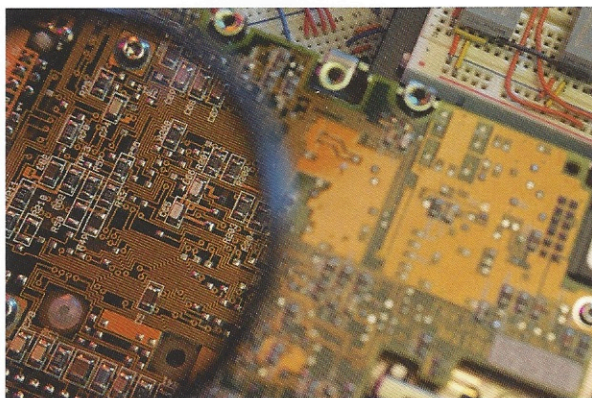
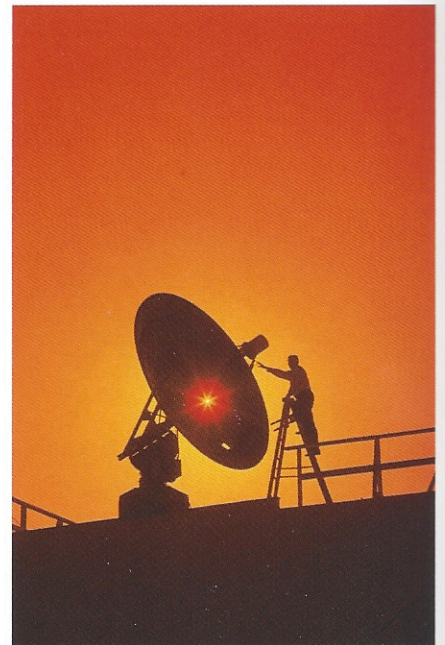


areas of **EXPERTISE**

- Alternative Media
- Branding
- Business Films & Video
- Collateral
- Community Relations
- Corporate Advertising
- Corporate Communications
- Corporate Positioning
- Crisis Communications
- Direct Mail
- Distributor Programs
- Employee Relations
- Executive Media Training
- Image Ad Campaigns
- Inquiry Qualification
- Marketing Communications
- Media Relations
- Press Conferences
- Product Advertising
- Product Launches
- Product Positioning
- Publicity
- Research
- Sales Promotion
- Special Events
- Speech Writing
- Trade Show Promotion

realm of **EXPERIENCE**

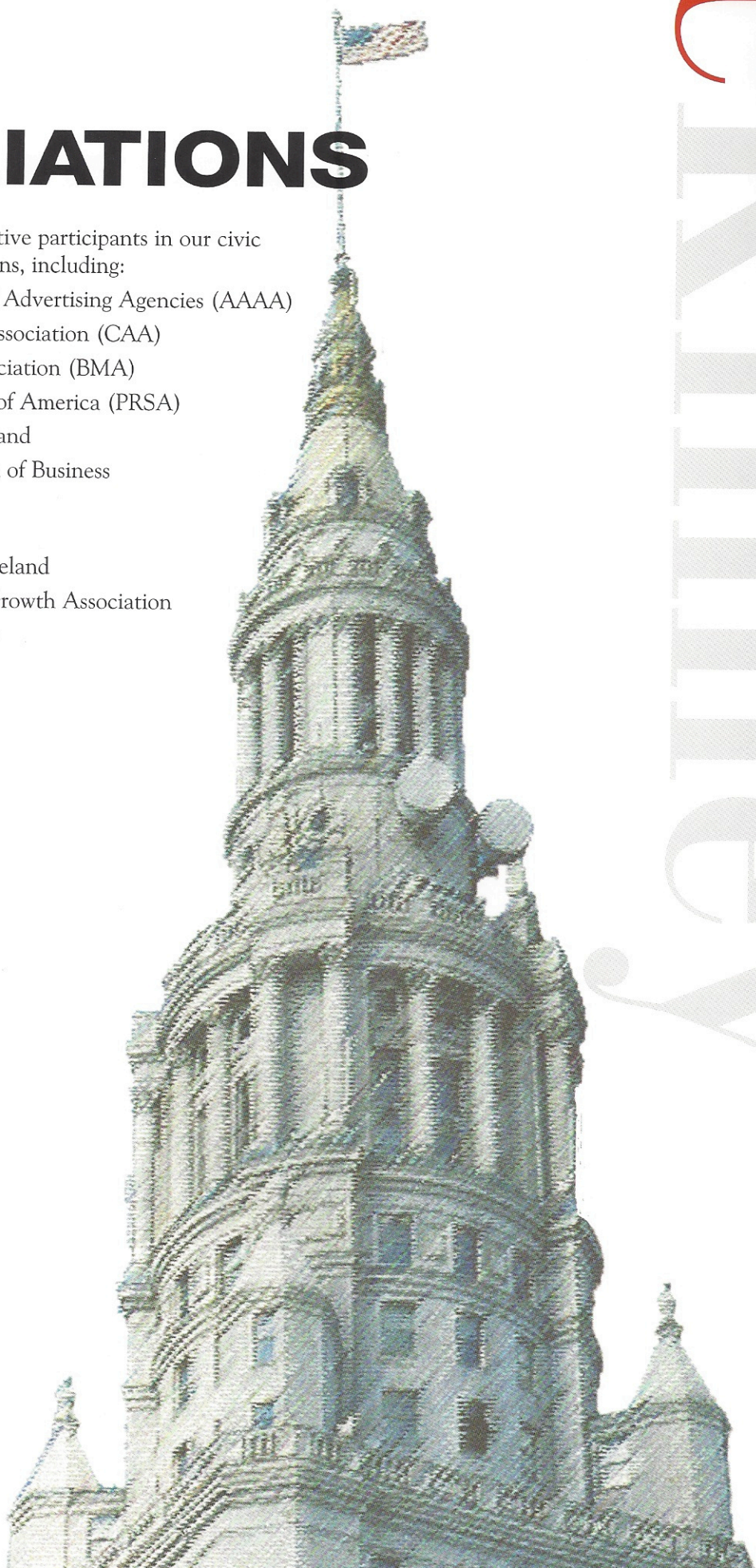
- Advanced Technology
- Automotive
- Biomedical
- Chemicals/Polymers
- Computer Hardware
- Construction
- Electrical/Electronics
- Environmental
- Home Furnishings
- HVAC
- Industrial Equipment
- Instrumentation
- Manufacturing
- Metals
- Professional Services
- Real Estate
- Restaurants
- Retail
- Software
- Steel
- Telecommunications



AFFILIATIONS

McKinney personnel are active participants in our civic and professional organizations, including:

- American Association of Advertising Agencies (AAAA)
- Cleveland Advertising Association (CAA)
- Business Marketing Association (BMA)
- Public Relations Society of America (PRSA)
- The Press Club of Cleveland
- International Association of Business Communicators (IABC)
- Confrad International
- World Trade Center Cleveland
- The Greater Cleveland Growth Association
- The Cleveland City Club





why McKINNEY



We understand the formidable and exciting task of making technology "accessible." It's what we do every day. Our core business is built upon helping technical and scientifically-based clients promote their products and services, often to uninformed audiences.

The McKinney difference is the all-encompassing view we take to each client and each project. As a team, every member of our agency shares ideas, thoughts and concerns. The end result is the best program McKinney has to offer — one that can proudly bear our name.

Let's face it. If we wouldn't want our name on a program, would you want yours?

McKinney Advertising & Public Relations

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Visit our web site at
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