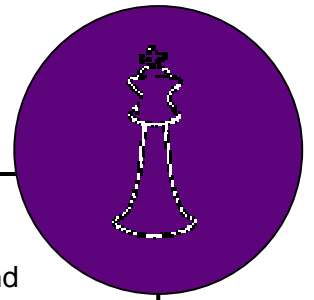


DEVENEY COMMUNICATION

PUBLIC RELATIONS



Successful public relations cuts through the cluttered communications environment and speaks directly with the most important people in their business lives—their target customers. Viewers have too many choices, readers don't have enough time and distractions are at an all-time high.

At Deveney Communication we work closely with clients to carefully identify their targets and determine the best strategies for reaching them. But rather than a list of tactics like staging a news conference or sending out a batch of news releases, we create a fully integrated marketing communication program that successfully achieves results.

What is integrated marketing?

Imagine a team of horses yoked and tethered to a wagon. Each horse has a name: advertising, public relations, publicity, special events, marketing and so on.

If each horse pulled the wagon alone, moving ahead would be slow and hard, but with all horses pulling in the same direction the wagon will go farther and faster with less effort.

This integrated approach is what makes our clients successful.

Areas of Expertise

We apply our integrated marketing approach to several areas of expertise, which fall under the umbrella of public relations. These include:

- Community Relations
- Crisis Communication
- Internet Marketing
- Media Relations
- Media Training
- Strategic Analysis & Planning

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