



## OUR SERVICES

### Advertising

At SCG, we understand there is precious little time to influence the consumer, and what it takes to do so. The creative must be inspired and captivating. The strategy – intelligent and comprehensive. The mix of traditional and digital media – innovative and spot on.

From print and broadcast, outdoor and collateral, to digital and social, SCG creates advertising that gets results. Here's a shortlist of what we offer:

Print Ad Design | Digital Ad Design | Logo Creation | Mobile Advertising | Video  
TV & Radio | Brand Development, Building and Awareness | Digital Marketing  
Market Research | Recruitment Advertising | Employer Branding  
Direct Mail | Association Management

SCG clients appreciate the personalized approach we take, and the partnership attitude we bring to the table. Our dedication to client satisfaction is over and above what many would consider exceptional, and is the foundation of our continuing success.



## OUR SERVICES

### Public Relations

There are lots of good PR firms out there. At SCG, we absolutely excel at the practice of public relations...and then we do more.

What sets us apart is our ability to successfully, effectively navigate the entire paid/earned/shared/owned (PESO) media spectrum to create client programs and campaigns with a truly 360-degree perspective. We're media relations and publicity experts who also have full access to SCG's exceptional, in-house team of advertising, marketing, web, and art professionals – as well as our Amplify Team of highly-engaged millennials who provide industry-leading social media expertise.

At SCG, we're passionate; we hustle; we surprise you with creative ideas; we listen intently; write well; and never forget a client's perspective. We're multi-media storytellers; we seek to engage, encourage, and activate; and we relish our role as antenna, conscience, and voice. We're research-driven; we endorse media training and embrace crisis communication; and focus on bolstering our clients' relationships, reputations, and brands. Public relations is our lifelong commitment; we're masters of our craft; we nag well; have thick skin; empathize with our clients; and are unafraid to speak our minds.

We surpass goals, exceed expectations, and get things done.