

# We sell your story

*“Robert Sax knows how to turn the story of a business into a valuable marketing tool. His advice has helped many of our clients sell their goods and services successfully.”*

—Rick Rhoads  
Rick Rhoads and Associates  
Los Angeles

*Robert Sax learned how to sell stories in the film industry, where story is everything. He founded the agency in 1997 after a career as a feature film producer, story editor and screenwriter.*

There's a great story behind every successful business or organization. A great story that can cut through today's information overload to promote your company, goods and services and build your business. But great stories, like great businesses, don't happen by themselves. It takes inspiration, planning and experience to sell your story to the world.

At SAX PR/Marketing, we specialize in perfecting your great story and selling it to the right audiences. So that your story is not only heard, it's passed along to influence others to try your goods or services.

## How we sell your story

- ◆ We develop a marketing strategy that supports your business goals
- ◆ We create an image that defines your market position and builds your reputation
- ◆ We craft messages that sell your story to your target audiences

## Our services include:

*Marketing strategy*

*Public relations*

*Advertising*

*Media relations*

*Direct marketing*

*Web sites, newsletters, and collateral materials*

## SAX PR/Marketing

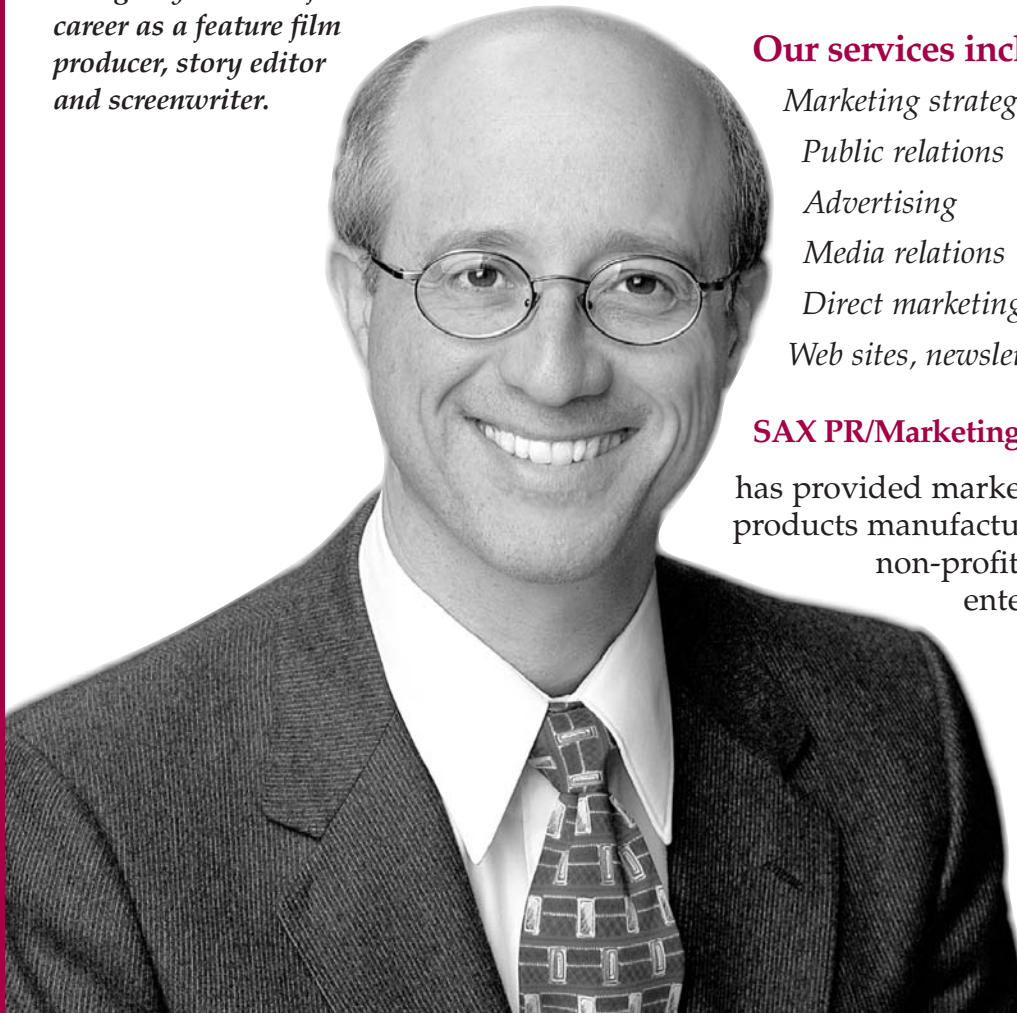
has provided marketing advice to consumer products manufacturers, technology companies, non-profit organizations, arts groups, entertainment studios and others.

The logo for SAX PR/Marketing, featuring the letters 'SAX' in a bold, stylized font. The 'S' and 'A' are white with a red outline, and the 'X' is solid red.

**SAX PR/Marketing**

818-508-7660

[www.saxpr.net](http://www.saxpr.net)



# Great stories about SAX PR/Marketing

## *Companies we have helped*

1TouchConnect  
Acacia Research Corporation  
Atzio Technology  
IFC Retirement Advisors, Inc.  
Business Technology Center  
of Los Angeles County  
Catholic Cemeteries  
of the Diocese of Oakland  
Disney Consumer Products  
Dispute Resolution Services, Inc.  
Hitachi Koki Imaging Solutions Inc.  
Hollywood Aviators  
Jewish Community Centers  
of Greater Los Angeles  
Jewish Family Service  
of Los Angeles  
Mount Sinai Memorial Parks  
& Mortuaries  
People of the Book:  
The Jewish Book Festival  
Rick Rhoads and Associates  
Structure Development Group  
Vivitar Corporation  
The Wright Company

## *Our experience includes*

Books  
Cameras  
Cemeteries and mortuaries  
Construction  
Consumer electronics  
Entertainment and the arts  
Food & grocery  
Non-profit organizations  
Technology  
Telecommunications

## *Affiliations*

Public Relations Society of America  
PR/Marketing Committee,  
Jewish Family Service of Los Angeles  
Professionals Network Group

## **From stealth mode to 200 million households**

A technology startup needed to emerge from “stealth mode” and establish itself as a contender in its category. We introduced the company to four major national research analysts. As a result, our client’s CEO was invited to speak at separate conferences sponsored by the Entertainment Technology Center of the University of Southern California, Dow Jones and Gartner. Following his appearance at the USC conference, the CEO was interviewed about the company’s product by “World Business,” a weekly TV show seen in more than 200 million households worldwide.

*“An integral part of our client communications program, SAX PR/Marketing has made a strong contribution to the success of our institutional division.”*

—Gary Caine, IFC Retirement Advisors, Inc., Los Angeles

## **Keeping a camera company clicking**

A leading international camera distributor needed to stay visible despite cuts to its advertising budget. We created a holiday campaign that promoted one of their product lines as colorful fashion accessories. The result was multiple editorial placements in “hot gift lists” in national teen magazines with a combined circulation of more than 800,000. These and similar tactics allowed the client to maintain high awareness among consumers and retailers.

*“The number of customer leads generated by SAX PR/Marketing’s program was far beyond our expectations. We achieved visibility on an international level and met with influential industry analysts. This dramatically boosted our company’s credibility.”*

—Cedric Van Rossum, Atzio Technology, Los Angeles

  
**SAX PR/Marketing**

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