



E N E R I SM
COMMUNICATIONS

Energy Upon Impact)

**Creative Advertising, Marketing,
Strategic Communications and Development Services**

***AdAsia Division Focuses on \$459 Billion Spending Power
of the Asian Pacific American Market***

**ENERI Company PROFILE
November 2008**

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CHICAGO, IL - - ENERI Communications, "Energy Upon Impact," is a creative advertising, marketing, strategic communications and development services venture founded in the year 2000 (www.enericom.net). Based in Chicago, the agency specializes in business, entertainment and lifestyle applications, with philanthropic and multicultural expertise, especially in the Asian Pacific American markets. A prime company initiative has been its *AdAsia* division, designed to meet Fortune 500 business objectives targeting the powerful \$459 billion consumer spending power of the Asian Pacific American community.

BUSINESS PRACTICES

Although there are firms based in New York and California specializing in the type of Asian Pacific American marketplace service that ENERI offers, ENERI is the first and only Midwestern-based firm of its type to offer this service. ENERI's business practices include: 1) *AdAsia*; 2) General Consumer; 3) Business to Business; 4) Financial, Legal and Real Estate; 5) Education; and 6) Entertainment / Lifestyle.

ENERI CAMPAIGNS PROVIDE ACCESS AND ENERGY UPON IMPACT

ENERI SM campaigns demonstrate the spirit of the company's motto, "Energy Upon Impact," through the innovative execution of print and electronic communications programs. ENERI campaigns help enterprises build new brands, transition established brands and educate and assist the marketplace in reaching out via Web-based technology options.

ADVERTISING, MARKETING AND BRANDING CAMPAIGNS

ENERI has created and executed advertising and marketing campaigns aimed at the general

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consumer, and for a variety of service and manufacturing businesses. ENERI can handle everything from booking the model and talent, to creating concept, to booking a photographer or engaging a graphic designer to execute the creative, to placing the media buys for the finished advertising design. ENERI can create corporate logos and identity branding campaigns, providing assistance from conception stage to execution in print, radio, TV or on the Web.

ENERI matches potential corporate sponsors to major community leadership projects by placing advertising buys and lining up event, presenting and in-kind sponsors.

TOTAL BUSINESS CAMPAIGNS

ENERI produces total business marketing packages aimed at increasing sales revenue for businesses serving the general consumer segment, banks, financial houses, law firms, real estate builders, owners, brokers and developers. ENERI can assist business entrepreneurs, investment bankers, lenders, mortgage bankers, financial planners, attorneys and real estate industry professionals by increasing their career, civic and community profiles to increase business.

Through the development and execution of careful strategic media plans, ENERI advises clients on the development and assembly of individual press kits, including writing curriculum vitas, booking photo shoots for head shots or other creative photo shoots done on location, and writing company fact sheets. ENERI advises clients on how to access traditional media for their particular industry, and the use of non-traditional media, e-commerce and other means to best share what they do, to potential client bases.

BUSINESS TO BUSINESS

ENERI's business-to-business practice hooks up manufacturers to service and retail providers, and business to the general consumer and end-user. ENERI has formed strategic alliances with many excellent vendors who provide a wide variety of products. This includes those who produce professional quality printing and signage, marketing items such as brochures, postcards, literature pieces, artistic note cards, convention packaging and bags, specialty food items such as ethnic goods and even gourmet chocolate, with designs unique for the business, to name a few.

IN THE MEDIA

ENERI is highly-resourced and highly-networked, on a local and national basis, and places stories, and works with reporters and editors on issues in major media, Asian Pacific American media and other community media, on a regular basis and on a quick timeframe. ENERI also offers organizational media training, and individual media coaching for executives or other professionals who are giving print interviews and/or making TV and radio appearances.

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DAMAGE CONTROL AND CRISIS MANAGEMENT COUNSELING

ENERI offers damage control and media crisis management counseling for the company executive who may be faced with the difficult business issues of today, such as layoffs and budget cutbacks, or who may be the one who has to deliver other bad company news, who has to conduct a product recall, or perhaps who has been named in a lawsuit.

SPEAKERS BUREAU AND ENERI ACCESS SERIES

ENERI has access to prominent leadership from many disciplines, and books speakers and performers for major corporate, civic and community programs and projects, on a local and national basis.

The ENERI "Access Series," launched in 2002, brings together prominent experts on a variety of diverse topics for the audience to network, learn and roundtable in an intimate setting.

ENERI in-house talent often presents a topic, while a celebrity or other guest speaker may be featured the other program half. Guests are treated to delicious food, sometimes provided by ENERI partners, sometimes music, sometimes art, and always, an afternoon or evening of scintillating conversation and good company.

EDUCATION INITIATIVE

ENERI believes in promoting diversity not just in the workforce, but also in the classroom. ENERI serves as a booking agent for talent, and can produce special events, programs and literature for colleges, universities, high schools and elementary education.

ENTERTAINMENT / LIFESTYLE

ENERI's entertainment / lifestyle practice promotes talented artists in the performing and visual arts, with a special concentration on jazz. ENERI's national artist representation practice has provided counsel for individual artists, writers, producers, directors, recording companies, art institutions, and art galleries. ENERI has represented a variety of restaurants and other food service and hospitality industry providers in marketing and promotional campaigns designed to increase customer bases and in-venue traffic.

CONTACT ENERI

For more information, a current schedule of fees and engagement retainer procedures, please contact ENERI Communications at 312.635.0888 or info@enericom.net. ENERI on the web is at www.enericom.net.

CONTACT US

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