



communications 21[®]

marketing • public relations • design

who we are

communications 21[®] (c21[®]) is an established marketing public relations and design consulting firm dedicated to helping organizations communicate effectively in the 21st century. With a combined experience of more than 75 years in the marketing PR industry, c21 develops and implements strategic communications programs that positively impact clients' bottom lines.

Inspired by other young entrepreneurs during a visit to Australia, Sharon Goldmacher founded c21 in 1992 as a full-service firm that specializes in marketing and product launch campaigns, brand development, media relations, executive exposure and special events; new media tactics including e-mail marketing, Web sites, pay-per-click and optimization services as well as creating marketing materials for clients.

After just one year, the company won the DeKalb Chamber's Stargazer award for "Small Business Start-Up of the Year." In 1994, Ms. Goldmacher won the Young Advertising Professional Award presented by the Atlanta Ad Club, and in 2007, c21 was ranked as one of Atlanta's Best Places to Work by the *Atlanta Business Chronicle*.

Since 1992, c21 has focused on remarkable service and real results for its clients, and has accumulated more than 60 awards in categories ranging from integrated marketing PR campaigns to writing, Web sites, special events and more.

With an experienced team of talented professionals, communications 21 brings its clients best practices from industries in which we work, including architecture, consumer products, construction and real estate, food/beverage, healthcare, professional services, technology and more. We have a competitive advantage over other agencies because we are capable, client-focused communicators, who maintain long-term relationships with our clients. In fact, we continue to work for our founding clients more than 16 years later.

In 2002, c21 launched *Direct Dialogue*SM, a proprietary, permission-based e-mail marketing program, which is not only award-winning, but also provides clients with measurable results that increase their exposure and sales to targeted, opted-in customers. In 2007, c21 also began integrating pay-per-click program management and SEO best practices into its service offerings.

Making a difference is our mantra, and the c21 team not only participates in professional organizations to help us stay on top of our game, but we also donate more than 350 hours of our professional time annually to several non-profit organizations.

Professional Organization Involvement

American Marketing Association (AMA), President
Public Relations Society of America (PRSA), Members

Pro Bono Organizations

The Well Project
2007 NCAA[®] Men's Final Four[®]



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what we've done

Marketing

- Launched consumer and business products for clients such as **Greased Lightning, Verizon Wireless, Smith, Gambrell & Russell, CRUNK!!! Energy Drink** and **MooKooler**.
- Managed trade show marketing for clients, including **Firearms Training Systems, OneSource, EDI, Ltd.** and **Oldcastle Architectural**.
- Created and launched an in-line skating team (street marketing team) to increase awareness of the “got milk?” brand and the nutritional importance of calcium.
- Created and managed e-mail marketing programs for **AMA Atlanta, Ogletree Deakins, Lorenc Yoo Design, National Highway Traffic Safety Administration, YieldQuest** and more.

Public Relations

- Conducted media tours, every six months for the past 16 years that stretch across two-thirds of the country and **result in more than 700 interviews annually**.
- Secured speaking engagements for clients, including **the HOK Planning Group, EDI, Ltd., Socketware** and more at national conferences and associations.
- Created sponsorship programs for nonprofit organizations **Hands on Network, BATMA** and **AMA Atlanta**.
- Conducted retail grand openings for **Verizon Wireless, Whole Foods Market, Natural Body and Spa, Field of Dreams** and **Kroger**.
- Conducted special events, including groundbreakings, topping off parties and more for **Carter, University House, HOK Architects, FATS** and **The Trion Group**.

Design

- Created logos and collateral materials for companies such as **nFocus Realty, Gables Residential, Gwinnett Children's Shelter, Fountainhead Water Company, The Well Project** and **Mauldin & Jenkins**.
- Created multiple Web sites for clients such as **Fountainhead Water Company, the Southeast Dairy Association, Greased Lightning, InZONE Brands, NHTSA's OUR PART** and **YieldQuest**.



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who we've done it for

Since opening our doors in 1992, c21 has established strong footholds in nearly every industry, ranging from consumer products to technology – working with external and internal audiences. Our versatility allows us to develop and implement comprehensive marketing public relations plans for clients in a range of industries, including:

Accounting
Advertising
Architecture
Construction
Education
Engineering
Entertainment

Facilities Services
Financial Services
Food/Beverage
Healthcare
High Tech
Hospitality
Legal

Non-profit
Real Estate
Retail
Telecommunications
Transportation
Travel
Utilities

Some of our experience includes:

Greased Lightning (HomeCare Labs)

Multi-purpose Cleaner Manufacturer

Media Relations
Special Events
Community Relations
E-mail Marketing
Web Site Development

Women's Institute for Health

Laser Center

Media Relations

Currahee Club

Luxury Residential Community

Media Relations
E-mail Marketing
Sponsorships
Special Events

Shapiro Fussell

Attorneys at Law

Media Relations
Crisis Management

Centex Homes

Real Estate Developer

Media Relations/Community Launches
Community Relations
Special Events
Crisis Communications

BellSouth Corp. – Metro Plan Project

Telecommunications

Media Relations
Special Events
Speech Writing

National Highway Traffic

Safety Administration

Federal Government Agency

Media Relations
Special Events
Collateral Development

Solvi Brands (CRUNK!!! Energy Drink)

Energy Drink Company

Crisis Management
Media Relations
Promotions



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who we've done it for (continued)

Fountainhead Water Co.

Bottled Spring Water

Media Relations

Sponsorship Development

Collateral Design/Development

Web Site Design

The HOK Planning Group

Division of HOK Architects, Inc.

Media Relations

Executive Exposure

Community Relations

E-mail Marketing

Oldcastle Architectural

Concrete Architectural Products

Product Launches

Media Relations

Web Site Development

Trade shows

Buckhead Area Transportation Management Association (BATMA)

Local Transportation Association

Media Relations

Sponsorship Development

Product Launch

E-mail Marketing

Dairy Associations

Nonprofit Dairy Industry Promotion Assoc.

75-City Media Tour

Web Site Design

Special Events

Media Relations

Sponsorship Development

Kellogg's

Consumer Products

Media Relations

E-Mail Marketing

YieldQuest

Financial Services

E-mail Marketing

Media Relations

Web Site Design

Street of Dreams, Inc.

Luxury Home Show

Media Relations

Ogletree Deakins

Labor Relations Law Firm

Media Relations

Collateral Development

Event Management

MARTA

Regional Transit Authority

Advertising/PR Plan

Focus Groups

The Well Project

HIV and AIDS Nonprofit

Marketing

Media Relations

Executive Exposure

Special Events

Community Relations

University House

Multifamily Housing Developer

Media Relations/Crisis Management

E-mail Marketing

Pay-per-click



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what we've won

c21 has won more than 60 awards for client projects and services. Below are our most recent successes:

2007 Gold Flame, IABC

Oldcastle Architectural Products

Event Trade Shows – Ugliest Patio Makeover

2007 Silver Flame, IABC

Street of Dreams

Media Relations campaign

2006 Bronze Flame, IABC

Dairy Associations

Podcasting

2007 Finalist, AMY Awards

Oldcastle Ugly Patio

Integrated Campaign

2006 Gold Flame, IABC

National Highway Traffic Safety Admin.

Feature Writing

2006 Silver Flame, IABC

Gwinnett Children's Shelter Rebranding

Nonprofit campaign

2006 Silver Flame, IABC

OneSource "Green Sweep" Release

News Release Writing

2006 Bronze Flame, IABC

The c21 Communicator

Newsletters

2006 Phoenix Award, PRSA

The c21 Communicator

Multi-media Communications

2006 Certificate of Excellence, PRSA

June Dairy Month Podcasts, SUDIA

Podcasts

2006 Certificate of Excellence, PRSA

University House Renewal Campaign

Marketing Consumer Services

2006 Certificate of Excellence, PRSA

June Dairy Month Podcasts, SUDIA

Podcasts

2005 Gold AMY Award, AMA

Greased Lightning "Kick Up Their Heels"

CMA Music Festival Special Event

2005 Gold AMY Award, AMA

Street of Dreams

Media Relations Program

2005 Silver AMY Award, AMA

YieldQuest

Rebranding/Integrated Marketing Campaign

2005 Silver AMY Award, AMA

Dairy Assn. "Milkin' It for All It's Worth"

Integrated Public Relations Campaign

2005 Bronze Flame, IABC

Dairy Assn. "Milkin' It for All It's Worth"

Integrated Public Relations Campaign

2005 Phoenix Award, PRSA

Street of Dreams

Media Relations Project

2005 Phoenix Award, PRSA

Dairy Assn. "Milkin' It for All It's Worth"

Integrated Public Relations Program

2005 Phoenix Award, PRSA

Hands On Network

Nonprofit Rebranding Video