

Introduction & Capabilities Overview

In an era of near-incessant image and information bombardment, traditional brand-driven mass marketing and communications are increasingly ineffective and costly. Simply put, few hear the message – and fewer believe it. Today, effective communications requires:

- ❑ A clear strategy for simplified, unfettered corporate story-telling
- ❑ An increasingly personal brand built first and foremost on reputation and customer intimacy
- ❑ Marketing/communications that foster relationships, community, and reciprocal value

J.W. DeWitt Business Communications is an independent consulting firm, based in Massachusetts and California, that specializes in marketing and communications for business-to-business, technology, environmental, consumer specialty, and industrial markets. Senior consultants John DeWitt and Jon Lavietes – backed by a nationwide community of alliance partners – provide strategic communications counsel, integrated programs, and content for large enterprises as well as comprehensive marketing, public relations, Web/interactive, and sales support programs for small to midsize companies.

Communications Services

Strategic Marketing & Communications Counsel

- ❑ Branding/positioning & messaging development
- ❑ Comprehensive program planning & measurement
- ❑ Executive-level customer and industry councils and thought leadership initiatives

Full-Service Marketing & Communications Programs

- ❑ *Public Relations* – media, analyst, alliance, and community relations
- ❑ *Web/Multimedia* – Web sites, presentations, interactive marketing/sales tools
- ❑ *Printed collateral* – brochures, white papers, media kits, educational materials
- ❑ *Advertising vehicles* – print & e-newsletters, direct marketing, display ads, radio ads
- ❑ *Research* – market/media research, message testing, and brand/reputation analysis

Copywriting – Web sites, ads & direct mail, white papers & contributed articles, case studies, press releases & media kits, brochures, presentations, training/management tools.

Current and Recent Clients (2002-Present)

- ❑ **Avaya**, Basking Ridge, N.J. (www.avaya.com)
- ❑ **Boston Analytics**, Boston (www.bostonanalytics.com)
- ❑ **Brownstein Group Brand Communication**, Philadelphia (www.brownsteingroup.com)
- ❑ **Hentzenwerke Publishing**, Milwaukee (www.hentzenwerke.com)
- ❑ **Illumina Interactive Learning**, Dedham, Mass. (www.illumina-interactive.com)
- ❑ **IT Services Marketing Association**, Boston (www.itsma.com)
- ❑ **Jokove Image Enhancement**, Southborough, Mass.
- ❑ **Motorola**, Schaumburg, Ill. (www.motorola.com)
- ❑ **Neoware** (now HP), King of Prussia, Pa. (www.neoware.com)
- ❑ **PeopleSoft & J.D. Edwards**, Pleasanton, Calif. & Denver (now part of Oracle)
- ❑ **Penton Publishing**, Atlanta, Chicago & Overland Park, Kans. (www.penton.com)
- ❑ **Tapestry Networks**, Boston (www.tapestrynetworks.com)
- ❑ **The Port Authority of NY & NJ** (www.panynj.gov)
- ❑ **The Rhythm of Business**, Boston (www.rhythmofbusiness.com)
- ❑ **TruePoint Partners**, Boston (www.truepoint.com)
- ❑ **Truman Company**, Boston (www.trumancompany.com)
- ❑ **Utility Auditing**, Birmingham, Ala. (www.utilityauditing.us)
- ❑ **Verndale Corp.**, Boston (www.verndale.com)
- ❑ **VetAdvance**, Birmingham, Ala. (www.vetadvance.com)

Customer-Driven Strategy ■ Marketing ■ Public Relations ■ Internet & Interactive

Senior Communications Consultants

John W. DeWitt, a business communicator since 1985, has been a journalist, entrepreneur, acting vice president of marketing for two technology firms, and consultant to nearly 100 companies. He also currently serves as chief marketing officer for Utility Auditing Inc.

Formerly co-founder and CEO of an Atlanta-based high-tech marketing firm, John also held executive positions at two leading agencies – Ketchum/Crescent, an integrated marketing communications company, and global public relations firm Fleishman-Hillard. At FH's New York office, he led the 30-member international team serving J.D. Edwards, which beat Microsoft, PeopleSoft, and Citrix to win the 2001 Silver SABRE for best software PR program. Nominated three times for the Jesse H. Neal Award, the "Pulitzer Prize of Business Journalism," John is author of nearly 2,000 published articles.

In addition to communications consulting, John is editor of **Digital Signage Update**, a twice-monthly, 70,000-plus circulation e-newsletter published by Penton Media's *Sound & Video Contractor Magazine*, and is a contributor to *Sound & Video Contractor* and *American City & County* magazines.

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Jon Lavietes has more than a decade of communications experience, including more than nine years as a public relations executive.

Jon has managed PR campaigns for Sun Microsystems, Boston Analytics, Nara Luxury MedSpa, TruePoint, Hentzenwerke, Neoware, Yahoo! and numerous other technology, business-to-business, and consumer companies – both as an independent consultant and during stints at two of the top five global PR agencies, Fleishman-Hillard and Burson-Marsteller. At Fleishman-Hillard's San Francisco office, Jon led product line PR programs for enterprise software vendor J.D. Edwards, the 2001 Silver SABRE winner and a finalist for the 2002 *PR Week* "Hi-Tech Campaign of the Year," 2002 Gold SABRE award, and the 2002 American Business Awards (a.k.a. "The Stevies").

Based in San Francisco, Jon holds a B.A. in political science from Washington University in St. Louis, and early in his career worked in PR positions for the San Jose Sharks and San Francisco Giants.

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Strategic Alliance Partners

JW DeWitt Business Communications maintains a nationwide ecosystem of strategic alliance partners to enable us to deliver comprehensive, scalable, and high-impact marketing and communications programs for companies of all sizes. Our alliance partner network allows us to provide world-class yet cost-effective services in diverse areas of marketing, communications, and sales support that include:

- ❑ **Graphic design and print production** – Pangaro Beer Design, *Boston* (www.pangarobeer.com)
- ❑ **Executive-level industry/customer councils and thought leadership initiatives** – Truman Company, *Boston* (www.trumancompany.com)
- ❑ **Web development** – Montague WebWorks, *Turners Falls, Mass.* (www.montaguewebworks.com)
- ❑ **E-learning development** – Illumina Interactive, *Dedham, Mass.* (www.illumina-interactive.com)
- ❑ **Business research and analytics** – Boston Analytics, *Boston* (www.bostonanalytics.com)
- ❑ **Content development and promotions** – RLF Media, *New Salem, Mass.*