

**PLUS<sup>4</sup>** collaborative

**A POWERFUL  
MARKETING MIX**



# SERVICES

## **Media Relations**

- Proactive media pitching to consumer, trade and specialty outlets
- Desk sides, media tours, media briefings, ongoing media cultivation
- Product drops with national publication editors and influencer bloggers
- Strategic planning

## **Message Development**

- Key and secondary message identification
- Story construction
- Talking points
- Pitch development

## **Marketing/Promotions/Merchandising**

- Creative concept development and program development
- Program sell in capabilities to marketing & consumer affairs with regional grocery chain accounts
- Staff coverage for in-store events and promotions
- Outreach to manufacturers to stretch promotional dollars
- Shelf/ Promotional merchandising capabilities in-store

## **Social Media**

- Blogger campaigns and outreach, including health professional/influencer campaigns
- Facebook promotions
- LinkedIn campaigns

*services continued*

## **Editorial Services**

- Web content, calendar development & management
- Copy-writing (packaging, advertising, promotion, collateral)
- Corporate/internal communications
- E-newsletters

## **Nutrition Communications**

- Media trained health and wellness spokesperson and registered dietitian able to speak with tv/radio/online outlets
- Food and nutrition content expert and trusted advisor - provide seasonal, relevant content on the website and social channels
- Ongoing food and nutrition trend insights
- Nutrition and health strategic counsel and leadership

## **Coordination of Creative Services**

Design, production, fulfillment and distribution of experiential marketing materials for:

- print & digital
- point of sale
- displays
- sales & demo kits
- tradeshow and event staging
- sweeps, games and digital promotions

WE DON'T TAKE A ONE-SIZE-FITS-ALL APPROACH TO YOUR MARKETING CHALLENGES. BY FOCUSING ON YOUR SPECIFIC NEEDS, WE CREATE CUSTOMIZED STRATEGIES THAT MEET YOUR GOALS -- AND YOUR BUDGET.

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Take four experienced sales, marketing, nutrition and PR professionals, shake vigorously, and you've got a team ready to tackle any and all communications challenges.

Talented and tenacious (and dare we say, terrific?), **Jan Stallone**, **Debbie Nierman**, **Jenny Shea Rawn** and **Carmelle Druchniak** are immensely successful on their own, but put them together and the results tend toward the weird and truly wonderful.

Need to kick-start a product launch? Looking for a social media shot-in-the-arm, or a can't-miss promotion? Use one of us, two or more -- mix-n-match depending on the job and budget. This fearsome foursome is on it like white on rice -- and we can even tell you what that means.

## CLIENTS WE SERVE

BBBS Foundations  
Beacon Endoscopic  
Booth Bros.  
Cabot Creamery  
Comcast  
Crystal Financial  
D'Angelo's  
Drew's All Natural

Evestment  
FoodTrients  
Fuel Up to Play 60  
Grandy Oats  
Harvest New England  
HP Hood  
Keep Local Farms  
Make A Wish

Must Be The Milk  
NE Dairy Promotion Board  
Organic Valley  
Papa Gino's  
Rustic Crust  
Special Olympics  
Tabachnick Soup  
Welch's

## VISIT US

[hgxcreative.com/plus4-collaborative](http://hgxcreative.com/plus4-collaborative)



**JAN STALLONE**

Call Jan Stallone a force of nature, perhaps a human dynamo, but no matter the description, the impression she leaves is what military brass call "shock and awe." Jan relies on her talent to cut through the clutter to quickly identify a client's needs and how best to create a marketing and communications strategy that pays off big. Sales, marketing, PR – no matter the focus, Jan's personal style combines calm reassurance with non-stop energy, plus a dash of enjoyable calamity. You go, girl.



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**DEBBIE NIERMAN**

Debbie personifies creativity and pride of service. With more than 20 years' of experience building award-winning marketing campaigns for clients ranging from high-tech to foodservice to social advocacy, she understands that each brand has its own personality and that every project must be approached uniquely. Debbie's skills have enabled her to build a team with the unique ability to take a conversation, turn it into a concept and then blow it out of the water – putting her in the enviable position of having dedicated clients who stay with her for decades.



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**JENNY SHEA RAWN**

Jenny Shea Rawn is a moving target but when she isn't running, hiking and paddling, you'll find her in her Cape Cod kitchen, cooking up a storm. A leading health and nutrition communications expert and Registered Dietitian, Jenny has built and led health and wellness marketing and communications initiatives for the past decade in the retail and public health world. She has worked with major food and beverage manufacturers to design and develop communications and programs that drive better-for-you product sales and inspire positive health behaviors.



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**CARMELLE DRUCHNIAK**

Relying on her strong creative streak, impressive writing and interpersonal skills, a talent for remaining calm, and a never-say-die approach to PR challenges, Carmelle Druchniak stole her dog's name and founded SCOUT five years ago. Today, SCOUT is a doggone success, and Carmelle continues to pull off the-near impossible, with loads of national PR hits, fabulous news-making events, and a growing list of happy clients.



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