



**THE
VANDIVER
GROUP®**

BUILDING BRANDS, REPUTATIONS & RELATIONSHIPS®

OUR STORY

Though we started out with two women at a kitchen table, the vision for TVG was grand. Since then, we've grown into a diverse team of thinkers, creators, storytellers and visionaries.

Over nearly 30 years, our impact has not only reached the local community, but has stretched across the globe. As an integrated communications agency, we partner with our clients to successfully deliver traditional and digital communication solutions.

We are committed to building brands, reputations and relationships. TVG is a certified woman-owned and small business.

NETWORK OF PROFESSIONALS

TVG has strategic partnerships with agencies and groups around the globe.

Through our partnership in PROI, we have access to more than 75+ partner agencies with 5,000+ PR professionals across five continents, 50 countries and 100+ cities.





Over nearly 30 years, TVG has been recognized with hundreds of regional, national, and international awards and accolades.

AWARDS & RECOGNITIONS

Awards include Emmy Awards, Communicator Awards, MarCom Awards, AMA Marketing Excellence Awards, Mercury Awards, Tellys and more. We've also been voted "Best PR Firm in St. Louis" by *Small Business Monthly* for twelve years in a row, based on surveys of readers, and we've been named one of the "Top 3 PR Firms in Missouri" by *Missouri Lawyers Weekly*.



BEST PR FIRM
IN ST. LOUIS



TOP PR FIRM
IN MISSOURI

We are a multi-disciplinary,
integrated strategic communications firm.

To put it simply, we can **tell your story**
in many different ways.



CREATIVE
SERVICES & DESIGN



TRAINING &
SEMINARS



PUBLIC
ENGAGEMENT



MEDIA
RELATIONS



REPUTATION & CRISIS
MANAGEMENT

INTEGRATED COMMUNICATIONS STRATEGY



MARKET RESEARCH
& ANALYTICS



SOCIAL CONTENT &
DIGITAL MARKETING



STRATEGIC
COUNSEL



MARKETING &
CAMPAIGNS



HEALTH
COMMUNICATIONS

PUBLIC RELATIONS

TVG was founded on our public relations and public affairs work. We have conducted issues management for corporate, government and nonprofit clients. We know that engaging an audience is more than just sending and receiving messages. It's about creating an open, honest dialogue to forge a meaningful partnership. Our public and community engagement work allows our clients to dynamically and meaningfully participate in a conversation, grow trust, transform behaviors and expand relationships. Our capabilities include everything from communications audits and grassroots surveys to online surveys, one-on-one interviews and the use of digital tools.



MEDIA RELATIONS

Good public relations is more than just generating press releases - it's a combination of research, good relationships and creativity.

Our team has a diverse background that includes former journalists from broadcast and print. This gives us a unique perspective on the ins and outs of the media industry, as well as connections to the outlets you want to amplify your story.



PUBLIC ENGAGEMENT

Engaging an audience is not easy, no matter what the topic. It's about creating open and honest dialogue to forge a meaningful partnership. Our public and community engagement work allows clients to dynamically and meaningfully participate in the conversation, grow trust, transform behaviors and expand relationships.



REPUTATION & CRISIS MANAGEMENT

A reputation is one of the most valuable assets of any organization. You can spend years building your brand and establishing a good name, but that can all change in a matter of minutes.

TVG helps clients handle all types of crisis situations – from worker fatalities to natural disasters to litigation. We help you get your story told by the right people, in the right way and at the right time.



STRATEGIC COUNSEL

Effective communication is more than a series of tactics. It is based on a strategy that takes into consideration all the options, opportunities and obstacles to telling your story. We do our research, we listen, we learn about your company, objectives, competition, industry and what messages are being said. Then we design a strategy and a plan that is effective, creative, flexible and measurable.



MARKET RESEARCH

What really makes our research department different is that we are not just data gatherers. We are researchers who understand the art of communication. We turn data points into key messages and information into insights. We help you connect better with your customers, and it all starts with strategy. We work one-on-one with our clients as research partners to learn your organizational goals and get the highest-quality data for actionable insights.

CREATIVE SERVICES & DESIGN

From print to digital, the way a company portrays itself visually is an important part of telling the overall brand story. Visuals help tell your company's story and make your brand memorable.

Our creative team can assist with design, graphics, custom publications, websites and video. We combine design savvy with sound branding and marketing, to make sure your visuals are the perfect platform for your company's messaging and digital content.

MARKETING & CAMPAIGNS

TVG has been involved in dozens of media placement, marketing, advertising and informational campaigns for health care companies, corporations, non-profits and government clients.

Developing informational pieces and placing print, radio and tv campaigns, testing concepts and developing research to confirm the most effective and appropriate messaging is a core strength for us. We also are adept at developing appropriate metrics for the campaigns and pieces.

Our insights can be used to identify the type of content that resonates best with your target audience, as well as to help you identify additional areas of opportunity.



CAUSE MARKETING

Cause marketing connects the brand to a purpose or cause. Brands need to better connect to consumers, and consumers have expectations of the brand, but there is frequently a disconnect between the two.

We look for ways to create purpose-driven campaigns for your brand that connect you to consumers, increase your profitability, and better society.



SOCIAL MEDIA STRATEGY & CONTENT

If you are not engaged in social media, you're being left out of the conversation. A strong social media strategy is invaluable in today's world, and social media should be an integral part of every brand.

At TVG, we perform social media audits and work with companies to establish social media policies and long-term strategies. We can manage your social media channels, write content and gather analytics to increase your impressions, awareness and engagement.



TRAINING & SEMINARS

Investing in your employees is one of the best decisions you can make. Our strategic communications seminars will help you succeed by producing better-informed, more effective employees.

So, whether you need media, crisis or messaging training, a storytelling class, or a presentation skills refresher, we can customize courses based on your specific requirements and desired outcomes.

INDUSTRY EXPERIENCE

TVG has worked with businesses of all sizes, local, regional and global, across a diverse range of industries. We provide each client and project with a strategic blend of skills, experience and market knowledge. With the strength of our experience behind us, and a clear understanding of client business objectives and target markets, we build strategies that deliver results.

- *Health Care*
- *Food*
- *Retail*
- *Agriculture*
- *Pet Food*
- *Utilities*
- *Construction*
- *Government*
- *Professional Services*
- *Manufacturing*
- *Casino/Gaming*
- *Non-profit Organizations*
- *Environmental/Sustainability*
- *Financial Services*
- *Waste/Recycling*

SOME OF OUR CLIENTS

							
							
							
							

CONTACT

(314) 991-4641 | info@tvgpr.com | ***TVGPR.com***



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