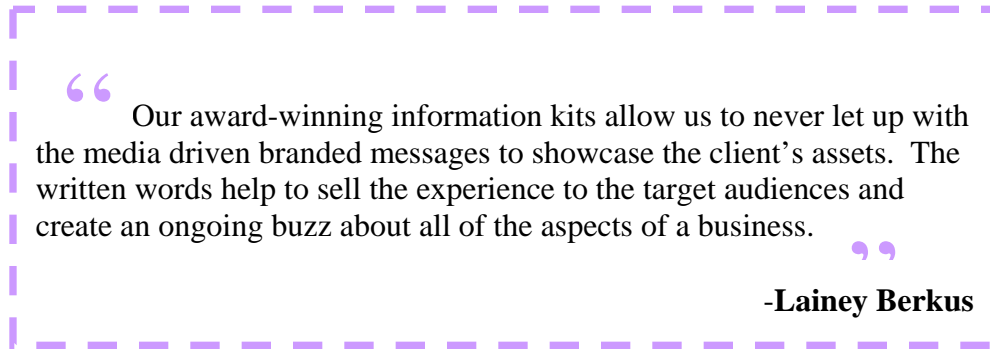


Winning Words

THE CE GROUP: COMMUNICATIONS & EVENTS
Stellar Marketing

The CE Group believes an information kit is a superior tool with which to tell your story. Knowing how to present a company and distinguish it from competitors is the key to great storytelling. Winning words are all about effective messaging and branding.

The Information Kit: A Key Tool For Your Message



Targeted communications and messaging helps to:

- Increase and maintain name recognition
- Develop favorable attitudes among consumers
- Create a sense of goodwill and trust in the marketplace
- Educate the consumer
- Heighten excitement and buzz around the product and services
- Strengthen any advertising or promotion about the product, service, business, and personality
- Add credibility to the overall campaign
- Build future relationships
- Improve image
- Sustain awareness
- Reinforce brand
- Differentiate client, service personality from competition
- Position client as the industry expert and/or superior product service
- Be competitive
- Connect a business to partnership marketing opportunities
- Fuse strength of strategic relationships
- Accelerate the pursuit of new growth
- Engage business recruitment activity
- Integrate business development execution

The CE Group: Communications and Events earned **The Crystal Awards of Distinction in The Communicator Awards competition 2004 for Print and Media Information Kits.**