

# Stand Out On-Shelf and Online with a Brand Storytelling Strategy



**CommonGround**  
Public Relations

Through compelling storytelling, Common Ground Public Relations has helped raise awareness, increase interest, create a positive image and drive sales for CPGs for nearly 20 years.



## CRISIS COMMUNICATIONS

Almost 60% of businesses have experienced a crisis, but less than half are prepared with a plan.

We take a proactive, strategic approach to offering crisis preparation, providing in-the-midst support and reestablishing consumer trust.



## PRESENTATION SKILLS & MEDIA TRAINING

People are 22 times more likely to remember a fact when it is wrapped into a story.

Through proper coaching, everyone on your team can master dynamic storytelling to connect with audiences.



## DIGITAL MEDIA & INFLUENCER COLLABORATIONS

49% of consumers depend on influencer recommendations.

We manage the execution and monitoring of social media platforms and influencer collaborations to achieve your digital goals.



## SPECIAL EVENTS & PRODUCT LAUNCHES

A proactive communications campaign can generate 25% more sales leads for a new product launch.

From developing your message to planning customized special events, we take a 360-degree approach to product launches.



## MEDIA RELATIONS

A news story about a product or service has six times the visibility and three times the credibility of an advertisement.

Our journalistically trained team is uniquely suited to interact with the media and earn coverage for your brand.



## MESSAGING & CONTENT DEVELOPMENT

Nine out of 10 in-house communications leaders face issues with content creation.

Establishing clear messaging allows you to create compelling content across platforms, from blogs to brochures to newsletters and more.

Contact us today for a free consultation and find out how we can help you tell your story.

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