

Corporate Services Outline

Introduction and Background

PCHARRISCOM has been operating since 1979 as an independent **creative communications consulting firm** and over time has diversified in the areas of advertising services, audio/video, multi-media production, web and graphic design. Our **core skills** are in the creative development of these tools but **our focus** is on providing skillfully crafted communications points that provide the foundations to convey an organizations messages. Our conceptual thinking is 'out of the box' but our content remains 'simple, direct and clear.' Our planning and organizational capacity enables us to blend these disciplines with innovative fresh talent and seasoned personnel to bring **effective results** to campaign project management.

We have a fully integrated and mixed **creative team** and along with our emphasis on providing customers with **effective communications** we also address the strategic implications of message marketing and offer full backend and fulfillment services. We hope you will take the time to explore our site to see just how *diversified* we really are and just how *focused* we are at the same time.

Because we are an independent operation we can work with advertising agencies, PR firms, consultants and other industry professionals as a support to them and hope we can become a preferred supplier whether by project or by single tasks. At the same time, we will work directly with clients/end-user customers abiding by all advertising ethics codes. We can for instance just simply "tweak" your existing campaign or if you just need someone to "vet" or give a second look at" we can do that just as well as to start from scratch.

There's a reason why we named our company what we did. Read about it in the Corporate Outline & Philosophy section as this is a way to introduce you to our culture & philosophy. I hope you enjoy our position on advertising, marketing and the media.

God bless

PC Harris
Founder and President

Corporate Imaging Outline...

What's In a Name?

Do names really have an impact on our lives, our business and even our community? It is said that choosing a name in any of these areas should be as detailed as choosing a career path, a spouse or even in the naming of a child.

The reason for this thinking is that, a name *stands* for something, it *means* something, and it *projects* an identity of something.

Let's look at why we chose the name PCHarrisCom

Background to Naming the Company

The first part of our name PCHARRIS was so named, because our philosophy believes that a name is important, and so we felt that the name of the company should represent something we espouse. That something was then translated into "someone" for a reason. Using a persons name as the name for a company makes the following statements:

- 1] We value personal relationships and a name personalizes our company. It is an open invitation from the "persons" of our company to deal with the "persons" of you our clientele
- 2] We put our name out front as a testimony to our reputation, our guarantee of professional conduct, ethical responsibility and quality work, assuring you that we would not intentionally damage our own personal name by doing shoddy work.
- 3] We are a family owned and operated business and the names you will most likely interact with initially, are the names from our "personal family," as we also welcome you to be part of our 'business family'

"Getting to know our company means getting to know the names behind it, personally"

The second part of our name ' COM ' relates to the following:

- 1] COM is an abbreviation for 'Communications' which is what we do for you. We assist companies in how to most' effectively communicate' with their target audience, be it internal or external communications.

Background to Naming The Company part 2

2] COM also is short for the ‘ COM in DOT .com ‘ [as in the internet; meaning the extension at the end of a website address abbreviated to Com standing for “Commercial” It denotes a ‘ top level identity ‘ in software platforms. Although the extensions NET, org etc are now more widely used, COM still remains the most common, simple, easily identifiable extension. Our positioning statement therefore, encompasses the fact that we strive always for being a top level communications company ourselves and we make every effort to make our clients gain their top level identities in the marketplace.

Our motto in this area is “*We offer nothing less than the Top* “ [the best] as a mark of respect for producing quality work. Pun intended, the COM is also short for commercial, as we are in the business of producing “ Commercials “ ads, messages, promotions for our customers.

3] COM also symbolizes the use of modern technology - media such as the internet and interactive multimedia platforms. In software/Operating terms, COM is also an abbreviation for Component Object Model, which was a precursor to the NET platform used to enable *cross software communication*.

It was a simple executable format and we therefore have taken our creative process, mixed it with our production capabilities and then integrated this into our use of technology and media and created an *effective cross communication strategy*, simple executable methods and formats for communication on the worldwide web & other multimedia platforms.

Our goal is to keep in tune with emerging trends in the industry & to utilize them for our clients benefit. Nonetheless, we maintain a clear focus on **what** is communicated while deploying the **How** to communicate those messages with the best media tools at our disposal.

The third part of our name is really our slogan but it is very much a part of our name as it cannot be separated from what we do. “ Effective Communications “

Advertising, marketing and indeed life itself is about communicating with one another. It is imperative for any organization to learn to communicate effectively, cordially and genuinely. Our entire competitive edge is based on our highly creative and deliberate focus on assisting companies to communicate in the above mentioned manners. Our core service therefore, is to provide customers first of all, with a clear assessment of their communication needs, devise appropriate strategies, create the communication messages and points and then discern which tools would best be deployed to communicate their messages. This applies to both internal and external communications and our slogan which is embedded in our name sums it up.

PCHARRISCOM “Effective Communications”

Corporate Imaging Outline...4/

We also hope to bring to our industry, in the form of an educational contribution, communications seminars that would show case studies of how a simple thing like unclear communication points or incorrect ones can affect a campaign.

We have seen far too often in our industry where messages have missed their main communication points by keying in on the incorrect communication point.

Many times we have seen great looking advertisements [whether on the radio, TV, print or signage] and while the graphics were stunning, the colours dynamic and the words eloquent or even cute, the emphasis or focus missed the mark flying. The outcome regrettably, was a missed opportunity to maximize a campaign and sometimes even failures in a potentially good marketing thrust.

It's not rocket science but it is overlooked by a lot of people in the industry. If you do not know how to look for this then as a client you too can miss the focus and be caught up and dazzled by a bunch of great presentations and pitches.

What we do is to help you see the forest for the trees first and foremost and then apply the pretty pictures and other stuff to fit the main core content.

Therefore, when we create messages for clients [be they advertising messages, multimedia messages or other forms of communications], we pay keen attention to the communications points (the names) we give to a campaign or project. They will project and represent the points the company wants to get across. The only way for the message to have a full chance of being heard is to ensure that the communications are effective. To make them effective, we need to focus on what we say, how we say it, when and where.

Our slogan line is part of our name, it is our forte

So why not **Come** to seasoned veterans with a young dynamic creative team and tech

savvy experts in the ● COM business

PC Harris**COME**ffective Communications

Corporate Imaging Outline...5/

Corporate Philosophy

“We embrace interpersonal relationships as much as we strive for professional excellence.”

Corporate Ethics

In naming the company we make a clear statement that **our name** must stand for all our encompassing values, personally, ethically, professionally, fiscally and relationally.

Corporate Policy

We have an open door policy of maintaining *direct* contact with all our customers