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How to use the Power of Communications and Public Relations to boost your Organization's Performance.

STRATEGIC INTERNATIONAL  KATARAS S.A.

# Obtain Leadership

The role of communications has never been more demanding and wide ranging than today. Companies and organizations must carefully manage communications and marketing strategies in order to remain competitive.

To ensure success, according to our 20 years of experience, a number of steps must be taken as presented below. However, at the end of the day we know that what you are looking for is an excellent ROI and peace of mind.

## Knowledge is Power

Make sure that the Agency/ Consultancy you select, speaks your language and has a deep knowledge of your industry together with a good understanding of the marketing challenges you face today. Knowledge is power and a competitive edge for your organization in today's real time economy.



## Strategize for Success

A deep knowledge of your business is not enough unless it is accompanied by a strategy that is best for you but lethal for your competitors. Strategizing means success and therefore it is wise to choose a partner with strong capabilities in overall strategy formulation.



## Treat Ideas as Software

These days agencies can be divided in two main groups: the large, traditional companies, which offer the hardware for the distribution of content, and the specialized agencies which create the software of new creative ideas. It makes sense to look for your partner inside the second group.



## Obtain Economies of Freedom"

In a world which almost everything is based on commission it makes sense to seek freedom and transparency. Our fixed fee approach allows you to get independent and sound advice on what is best for you.



## Measured Results for the Bottom Line

Whatever your communications objectives are, your target must be the same: measured results. Always ask for the proper tools which can boost your bottom line performance.



## Ensure your Peace of Mind

Proven project management capabilities from your agency ensure peace of mind. After all, for all that money you invest, you deserve a good night's sleep.



Our Value Proposition:

Broad Industry View > Strategic Thinking > Ideas Delivered > Shareholder Value > Results Oriented > Collegial Culture

## Build on Experience

In order to boost your organizations performance and turn communications into an engine for growth you must also make the right Agency/Consultancy selection.

We can show you a number of case studies on how, in collaboration with our international and local clients we have delivered value to their Total Communications efforts.

### COMMUNICATIONS

Corporate • Brand/Product • Internal



### ADVERTISING

Mass Media • Digital Media/Web Design  
• Direct Mail



### PUBLIC RELATIONS

PR Programmes • Public & Media Relations  
• Design (Brochures, Publications/ Magazines,  
Packaging) • Videos/CD-Interactive Media  
• Public Affairs • Stockholders Relations



### EVENTS

Conferences • Seminars • Information  
Days • Exhibitions • Company Events



### COMMUNICATIONS CONSULTING

Strategy • Audits • Counseling/Strategic  
Communications • Action Plans  
• Brand/Image Building



## Our Clients are the Leaders

Since 1984, Strategic International / K. Kataras S.A. has closely collaborated with some of the largest international organizations. But the company equally serves the needs of small and medium sized firms, academic, research institutions and many others. Our main goal is to deliver value to our clients through all our units, as shown below, whose combination provides a strategic advantage to you. Our focus is on quality, customer service, innovation, results and on superior project management.

