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MP&F Elevator Speech

1. Noun _____
2. Noun _____
3. Noun _____
4. Verb - Base Form _____

MP&F Elevator Speech

We're a full-service PR firm, and that means we do a lot of different things - [_____Noun_____], [_____Noun_____], [_____Noun_____]. And we [_____Verb - Base Form_____] digital strategies into everything we do. Digital is where our industry is headed, and we're at the front edge of that movement.

We're involved in a lot of [adjective] issues. For example, we worked on workers' comp reform and the campaign to defeat [noun]. We also led the effort to allow [noun] sales in grocery stores.

We have a [noun] department that does a lot of website design work and [verb] a variety of collateral materials - brochures, posters, annual reports.

Our [noun] division, mp&f/d, helps our clients think through [adjective] strategy and how they are using their digital platforms, including websites, email marketing and intranets, to [verb] their messages.

We help people and companies [verb] their stories, whatever they are, to their audiences. We help them figure out what their story is, who the right audience is, and the best way to tell their story ... to communicate their message, [adjective] or [adjective].

Simply put, we help people [verb].

That might be external communications, like to the media or directly to [plural noun]. We might write a [noun] for a CEO, or help someone with a presentation they are giving to a trade group.

Or it might be internal communications ... [plural noun] to employees, or [plural noun] for a companywide meeting to explain a big change or new policies.

We represent a lot of different kinds of clients, from large [plural noun] to small [plural noun] and sometimes individuals.

Our biggest client is [proper noun]. That's a U.S. Department of Labor job training program for economically disadvantaged young [plural noun]. We do all of their national marketing and recruitment campaigns and work closely with the national and regional office staffs and produce tons of [plural noun]. We produce [plural noun] for them; we're even doing some [plural noun] on Spotify and Pandora.

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