



PROVIDING RESULTS-DRIVEN SERVICE TO OUR CLIENTS AND PARTNERS FOR MORE THAN 50 YEARS

CommPac is Hawai'i's oldest and one of the most respected public relations agencies, offering media relations, marketing, crisis communications, issues management, community outreach, and creative services. Founded in 1969, CommPac has been providing results-driven service to its clients for more than five decades and its reputation for excellence is well established and well known.

CommPac is committed to delivering the highest level of strategic counsel and execution. Our team takes ownership of our clients' goals and objectives, ensuring that we are fully invested in the success of each and every project.

We are the only agency in Hawai'i selected to be a member of **IPREX**, a global network of communication firms with over 100 offices worldwide. Through our IPREX partners, we can provide national and international public relations outreach across the globe to support the marketing and public relations goals of our clients.

CommPac is also certified as a **Women's Business Enterprise (WBE)** through the Women's Business Enterprise Council (WBENC), the nation's largest third-party certifier of businesses owned and operated by women. In addition, CommPac is certified as a **Women-Owned Small Business (WOSB)** through the Small Business Administration. We recognize the commitment to supplier diversity that is embraced by corporations and government agencies today, and we can add diversity to your supply chain.



WHAT SETS COMMPAC APART

Innovative Approach

At CommPac, there's no such thing as a cookie-cutter approach. We tailor our innovative planning and execution to best fit each client's specific situations and goals. Our dynamic team of professionals serves as your strategic counselors, problem-solvers, and partners in delivering the best possible results.

Collaborative Style

With the most experienced staff in Hawai'i, CommPac brings together some of the brightest minds in the business to collaborate with you on your initiatives. Before a plan is launched, its various facets are reviewed and vetted in order to help ensure success and satisfaction.

Strategic Planning

In today's fast-moving business environment, strategic planning is the true difference-maker. From inception to execution, a well-scripted plan includes detail and clarity, while also providing the flexibility to deal with unforeseen circumstances.

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IPREX partner



COMMPAC'S CAPABILITIES

COMMUNICATIONS AND MEDIA OUTREACH

Key Message Development

Key messages are broad in nature and are supported by information or data, also known as “proof points.” CommPac will develop key messages and ensure that they are communicated effectively. We will develop easy-to-remember, powerful messages that will engage your desired audiences.

Media Relations

We communicate stories across an ever-changing media landscape and develop messages that resonate. We research media trends and insights to develop highly targeted strategic campaigns using traditional and digital media channels and media outreach, utilizing our strong relationships with media and social media influencers. We provide media counsel, conduct press conferences and develop media materials that are relevant to editors and writers.

Media Relationships

Our strong media relationships make us the go-to agency for identifying media platforms and reporters that will best communicate our clients' messages. We take the time to meet and brief media on story opportunities. We fully understand the media's needs and their audiences, ensuring our pitches are always relevant and customized.

Storytelling

Our team includes passionate media relations experts who create custom content to tell our clients' stories. With precision targeting, we navigate the complex media environment to deliver meaningful content and positive visibility.

Executive Positioning

Executives are most often the storytellers for a company. We work with executives to develop messages that resonate and place them in the right place at the right time. This includes media interviews, speaking opportunities, and traditional and social media commentary.

Media Training

We know Hawai'i's media and offer media training for our clients so they can become better spokespersons for their company and brand. Our half- and full-day media training programs teach spokespeople how to communicate with confidence. Through on-camera training, interactive exercises and real-life case studies, spokespeople learn how to maintain control of a media interview through focused preparation, powerful messaging and confident delivery.



MARKETING

Event Marketing

We provide firsthand experiences for consumers to engage with our clients through grand opening celebrations, product launches, pop-ups, major event activations, VIP experiences and more. We create events with lasting impact from the exclusive and intimate to major corporate events and festivals. Everything we do is customized and designed to meet your needs.

Audience-Specific Marketing

Whether the target audience is women, moms, tweens, LGBT, Native Hawaiians or any other specific group, our targeted approach creates brand loyalty. We develop distinctive and compelling messages, and authentic and entertaining stories that enhance brand loyalty, increase sales and market share.

Consumer Marketing

We develop strategies that cut through the clutter and build strong and lasting relationships. We identify the right tools that make people sit up and take notice. This may include consumer education campaigns, cause-marketing sponsorships, strategic partnerships, celebrity- and influencer-seeding, social media and digital campaigns. We get your brand noticed by selecting the right platforms that reach, and often exceed, your objectives.

COMMUNITY RELATIONS

Community Affairs

We build coalitions and relationships through community relations, enculturation, government relations, grassroots campaigns, public affairs, research and strategic philanthropy.

Community Building

Community building is the art of bringing together people and ideas, minimizing conflict, and building relationships that foster a “community trust bank.” We help our clients to foster relationships that establish trust at a personal level, whether it’s through grassroots networking or with community leaders and officials. Our community building efforts have earned us a reputation for bringing about positive civic, cultural, environmental and economic outcomes for our clients.

Community Partnerships

As community builders, we don’t just talk; we listen and point the way to common ground for clients and communities whose objectives might differ. We build on that common ground to create partnerships and relationships.



CREATIVE SERVICES

Branding and Identity

We examine your existing brand and identity and devise strategies for building greater exposure and equity with targeted audiences.

Graphic Design

In the digital age, creating standout print design is more important than ever. We design everything from grand-opening collateral, invitations and flyers to posters, newsletters and more that speak to the consumer. We also manage the entire production process including printing, collating and binding, and can coordinate larger print jobs with our network of local printers.

Digital Marketing

Our digital marketing services include website design and maintenance, search engine optimization (SEO), e-newsletters, and social media strategies, content creation, maintenance, management and advertising. We show results through website, SEO and social media analytics.

CRISIS COMMUNICATIONS

Crisis Plan Development

We help clients develop a crisis plan to effectively manage and navigate through a potential crisis. The crisis plan is an invaluable roadmap covering key messages and how best to handle traditional and digital media.

Strategic Counsel and On-Site Support

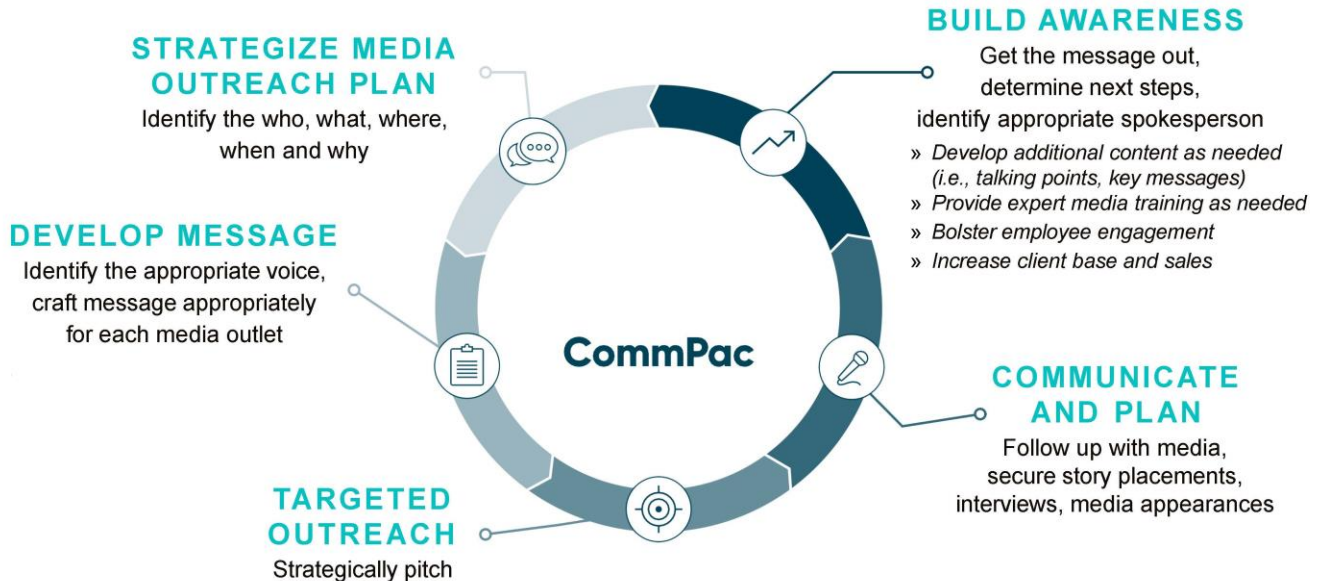
Unfortunately, some crises are unavoidable. The moment a crisis threatens, we are there for you and WITH you to help put your crisis communications plan into motion. This may involve writing and distributing media statements, holding news conferences and/or working with the media to ensure that your messages are communicated accurately.

CULTURAL SENSITIVITY

Enculturation Training

We are the only agency in Hawai'i that provides clients with enculturation training, a tailored program that prepares clients to do business in Hawai'i and deliver communications that respect and honor our Islands' people, culture and *'āina* (land).

HOW WE WORK WITH THE MEDIA



MEDIA RELATIONSHIPS

CommPac knows Hawaii's media. We work with all print, broadcast and online media outlets, including specialty publications and blogs. We also work with national and international media, as appropriate, to meet individual client's needs. In addition, we partner with various media outlets for client promotions and events.





COMMPAC'S TEAM

Kitty Yannone
Chief Executive Officer

John McNamara
President

Russell Pang
Executive Vice President

Andrew Pereira
Vice President

Sherri Rigg
Vice President

Priscilla Luong
Senior Account Supervisor

Maggie Jarrett
Editor and Strategic Partner

Powell Berger
Strategic Partner

Carol Nakagawa
Executive Assistant and Office Manager

Joy Watari
Project Management and Human Resources Services

Dawn Chun
Executive Administrative Assistant

Carol Pitner
Support Services

OUR CLIENTS AND PARTNERS



Due to the sensitive nature of some of our work, certain clients are not listed above.

DELIVERABLES AND RESULTS

CommPac will identify specific benchmarks to monitor the progress we are making to meet your objectives. We believe that the regular reporting of results is the best practice and is something we do naturally. We are transparent and accountable.

CommPac will provide a summary of the month's activities and offer our analysis and assessment on the success of the current initiatives. We will also provide our recommendations for moving forward.

HOW SUCCESS IS MEASURED

