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intro

It's hard to describe how difficult it's been to write this document. Part of me wants to sound like some high-society PR firm with a unique ability to utilize industry-leading public relations practices to maximize brand visibility and consumer perception, while the more sensible part of me – I call it my "conscience" – would rather cut the crap and tell it like it is.

Fact is that a lot of companies go with those fancy-pants PR agencies – which often aren't even focused on games – and pay a lot of money for not-so-fancy-pants PR campaigns. They get a few screenshot mailings and the occasional press release, written and sent out by the best fresh-out-of-college account reps money can buy. Ultimately those companies probably get fed up with blowing all that cash for the privilege of being Client No. 204 on the agency's prestigious client list, and bring PR in-house because it's cheaper, dedicated to the company and generally less of a hassle.

Hopefully we can stop those other agencies from ruining things for those of us who actually give a damn about your company and products. We keep our client list small so that we can focus on each one. I'm just one person that works from a home office, hiring freelance staff as needed to keep overhead to a minimum. And hell, I love playing video games, I love promoting video games, and I love talking about video games.

in short

evolve is a progressive public relations studio, casting off the shackles of traditional PR to develop unique, creative campaigns that engage audiences in a way that simple media outreach never could. After all, "public relations" isn't just media relations – it's relating to the public wherever that may be: game sites, message boards, Twitter, tradeshow, fan events... if gamers are there, so am I... and your brand will be, too.

philosophies

I touched on a few of my core philosophies in that gripping intro segment, but I'll take this opportunity to lay them out in a bit more detail. They are:

- » Be creative.
- » Engage audiences wherever they may be.
- » Provide only the highest level of service.
- » Be honest.
- » Practice ethical billing.

be creative.

This one seems pretty obvious, doesn't it? You'd think so, but there are a lot of PR agencies around that just recycle the same PR plan, search-and-replace the game name and call it a day. "Let's send out screenshots, then some videos and maybe we could even do some previews! It's genius," they might say. *Yawn*. At evolve, every project is a unique and beautiful flower – an empty canvas that could be splattered with anything. You don't have to reinvent the wheel; just put some cool racing stripes on it, slap on some streamers and maybe a few flames up the side. Suddenly, you've got a campaign that isn't just effective in exposing your product, but it might just break the promotional monotony that fans and media have grown accustomed to.

engage audiences wherever they may be.

Everyone at evolve (i.e. mostly me) believes that "public relations" should mean more than just media engagement — that's why "media relations" is just a bullet point on the services list — and that you should expect more than that from your PR agency. We'll still push for the big-time coverage you want, but if you just focus on those top-tier outlets, you're passing up a ton of fans whose opinions and purchasing decisions are made by visiting blogs, fansites,

more
philosophies

message boards and chat rooms. I'll help you get your brand in front of those gamers; and by doing so, we'll build a more personable image for your company – gamers love to interact with their favorite companies, and ultimately you'll earn a lot of loyal customers.

provide only the best service.

Whether I'm working on a big mainstream feature or getting the hottest new screenshots to Jimmy's RPG Emporium, the job will always be done quickly and professionally, while everyone gets to bask in my undying grace and charm... or something like that. Of course I extend that same courtesy to my clients: need a press release by this afternoon? Call me. I'm usually sitting at my desk anyway, so what is there to do other than work? Starbucks runs and updating my Twilight fansite don't count... okay, I don't have a Twilight fansite, but maybe I wish I did.

be honest.

My personal and professional relationships — with fans, editors and clients — are ridiculously important to me, and I'd be an idiot to deceive anyone. I'd like to add something funny here, but there's nothing funny about lying.

practice ethical billing.

I've been involved in the stuffy world of big-money agency PR before. I've had to create embarrassingly overblown budgets, only to add even more to the bill when we spent too much time on the client. That won't happen now; I'd rather over-serve a client than deliver a half-assed campaign. If I screw up the numbers during the budgeting process, laugh at me and enjoy the bargain; my clients won't pay more just because I can't count.

the past

Constantly looking to the future, I'm not one to dwell on the past. But since you're bound to ask anyway, here's a pseudo-résumé that mentions a few of the titles and companies I've worked with in a variety of PR, marketing, community management and consulting positions.

companies

2K Games
 Atari
 BioWare Corp.
 CD Projekt RED
 GOG.com
 Irrational Games
 Microsoft Game Studios/Xbox
 NVIDIA
 Stardock
 TimeGate Studios

games

Star Wars: Knights of the Old Republic
 Neverwinter Nights
 Jade Empire
 Dragon Age
 The Witcher
 Galactic Civilizations II
 Sins of a Solar Empire
 Age of Empires III
 Dungeon Siege: Throne of Agony
 Stronghold Legends
 TimeShift

I would include an exhaustive list of every game and company I've worked on... but... well... are you proud of everything you've ever done? ☺

services

Below is a quick list of services I tend to get asked about. I can tailor a campaign to suit your needs, mixing elements of media relations, marketing, social media, etc. to build the best possible campaign.

media relations

- » Strategic planning
- » Asset distribution and placement
- » Feature coordination and placement
- » Press releases and media alerts
- » Press tours, trade shows and events
- » Product demos: scripts, staff training, execution
- » Crisis management and consulting

community engagement

- » Social media engagement – Twitter, Facebook, etc.
- » Community development and management
- » Message board engagement
- » Event planning and staffing

marketing

- » Brand management
- » Copy writing and editing
- » Advertising production/coordination and media buying

services and whatnot

- » Monthly coverage and community reports
- » Competitive analysis
- » Staff media training

closing & contact Thanks for making it this far. Hopefully, in the preceding epic reminiscent of The Iliad, I've managed to toot my own horn enough. If you're still not convinced that evolve can help you creatively expose your products to a massive audience, I'd be happy to put together a sample proposal; even if you just want to compare rates and services to other agencies. Don't hesitate to give me a shout if you have any additional questions, want some PR advice (it's free!), or if you just need a shoulder to cry on.

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