

## Corporate Profile

### founded

In 1983

### grew

To one of California's largest corporate communications firms, with offices in Los Angeles, Ventura, San Francisco & Santa Barbara

### services

- Public & Media Relations
- Corporate & Investor Relations
- Marketing Communications
- Business-to-Business Communications
- Public Affairs & Issues Advocacy
- Crisis & Issues Management
- Advocacy Organization Development
- Professional Audience Education
- e-commerce development
- Market Research & Polling
- Design/ Collateral Production
- Seminars & Continuing Education
- Custom Publications
- Direct Mail/ Direct Response

### clients

A broad range of clients, including Fortune 500 companies, emerging growth companies and Federal, State and local government agencies



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energy

experience





## Halsted Category & Client Experience



### Health Care Products

- Amgen, Inc.
- Agouron Pharmaceuticals
- Allergan
- Alpha Therapeutic
- Avigen, Inc.
- Becton Dickinson
- Boston Scientific
- Bristol-Myers Squibb
- Cogent Light Technologies
- Cyberonics, Inc.
- IDEC Pharmaceuticals
- Imagyn Medical, Inc
- Immunex
- Johnson & Johnson
- Karl Storz Endoscopy America
- Laserscope
- LifeScan/ Johnson & Johnson
- Ligand Pharmaceuticals
- McGhan Medical
- Mentor Corporation
- MiniMed, Inc.
- MW Medical
- Neurogen Corporation
- NeuroCom International, Inc.
- NeoTherapeutics, Inc.
- Pacesetter Systems
- Phytotech
- Roche Pharmaceuticals
- Shaman Pharmaceuticals
- SpaceLabs Medical/ Vita-Stat
- Toshiba America Medical Systems

### Municipalities & State Agencies

- US Department of the Interior
- US Department of Housing and Urban Development (HUD)
- US Department of Health and Human Services
- City of Los Angeles
- National Heart, Lung and Blood Institute
- National Institutes of Health
- State of California, Department of Health Services
- Ventura County Health Care Agency
- Ventura County Human Services Agency

### Consumer Products

- Gerber Baby Products
- Oral-B/ Gillette
- Baskin Robbins
- IBM Personal Computers
- McKesson Water Products Company
- Nestle
- Robinsons-May
- Technical Sourcing International (Nutritional Supplements)

### Health & Human Services

- Action Home Health Care
- Adventist Health Systems
- AIDS Project Los Angeles
- American Cancer Society
- American Society for Aesthetic Plastic Surgery
- Casa Pacifica
- Catholic Healthcare West
- CIGNA Healthplans
- HealthCare Partners
- HealthNet
- Kaiser Permanente
- Little Company of Mary
- March of Dimes
- St. Vincent Medical Foundation
- Tenet/ National Medical Enterprises
- United HealthCare of California, Oregon, Washington & Nevada

### Corporate & Investor Communications

- Science Applications International Corporation (SAIC)
- General Motors
- Sutter Home Winery
- Northern Trust of California
- Toshiba America

### Professional Service Firms

- Brobeck, Phleger & Harrison
- Ernst & Young
- KPMG Peat Marwick
- Pricewaterhouse Coopers

## Introduction

Loaded with energy. Powered by experience.

Halsted Communications, Inc. meets our clients' communications needs with energy to build successful campaigns and the experience and know-how to deliver outstanding results.

As one of the West's leading corporate communications firms, we help organizations raise *awareness* of products or services, conduct *issues advocacy* to reach strategic objectives and build strong *brand identity* in the minds of consumers.

Our award-winning campaigns have helped organizations jump-start their growth, avoid or manage career-ending crisis, and launch new products. All of Halsted's campaigns are based on solid research, strategically directed, performance based and tightly budgeted for maximum effectiveness.

Owned and managed by the principals who started the agency, Halsted continues to provide our clients with outstanding services delivered by a team of experienced, accomplished professionals.

Tap our vitality to make your results reality.

## Halsted New Media

Reaching your target audience amid the clutter of traditional media can be very frustrating. Halsted can help. Our custom publications, special television and radio programming, and Internet programming services reach millions every month, providing health tips, investment advice and lifestyle-enhancing ideas, which positively and profitably portray our clients' products and services... and encourage consumers to discover them. Johnson & Johnson and other companies who've spent millions to build their brands now use Halsted team members to reach their target audiences quickly and cost effectively.

## Community Relations and Public Affairs

Any good communications campaign begins at home, the best place to create consensus and build coalitions of support. If your company needs grassroots support for a community initiative, or State, Federal or international issues management expertise, we have the team with the experience and contacts that count. Halsted brings business, community groups and government agencies together in unique and mutually beneficial ways.

## Halsted Design and Production Services

Giving your company the look of success is as important as achieving it, if you're going to build the maximum valuation in your organization and its brands. At Halsted, we believe a comprehensive communications campaign must include a high-quality design approach. From designing a new logo, to enhancing product packaging, to producing the annual report, our team of designers, desktop publishing specialists and production artists can deliver the "look" you're after.