

# Hello!



A space shuttle is shown launching from the right side of the frame, ascending into a sky filled with large, billowing white clouds. The shuttle is leaving a massive, bright white plume of smoke and fire behind it. The sky transitions from a deep blue on the left to a lighter, hazy blue on the right. The overall image conveys a sense of power, innovation, and reaching new heights.

## Who We Are:

Snackbox is a creative laboratory that combines design thinking and the art of storytelling to deliver spectacular results for our clients. We've innovated the art of creative storytelling to generate compelling results.

# A Taste of What We Offer



## The pitch team IS your team

We're not a bait and switch kind of agency. The pitch team IS your team. All of those dazzling senior-level bios? They're going to work on your business every day.



## Seasoned pros with deep knowledge

Our team members come from very different backgrounds, but the one thing we all have in common is passion for our clients.



## Design thinking

We incorporate design thinking into everything we do. We tweak, we refine, we deliver incredible results.



## Pitch briefs guide our campaigns

Within our PR laboratory, we build briefs to illustrate how a pitch should perform in front of each audience.



## Creative solutions

Just because it's always been done a certain way, doesn't mean it should. PR doesn't stand for "press release"; it stands for public relations. We look for ways to recreate the wheel.



## No shotgunning pitches

We do our homework on beats and coverage and carefully craft personalized pitches to ensure we're on target.



## Clients stick with us

Our client roster doesn't change much and that's just fine by us. We have long-lasting relationships with our clients.



## Unique philosophy

We live by the golden rule and work to ensure everyone we work with is taken care of, that everybody at this table eats.



## Proprietary reporting

We hold our teams accountable and constantly challenge each other internally to do more. We offer clients a wide range of reports so they never have to wonder about return-on-investment.

# Our Areas of Expertise



## Media Relations

Our national, regional and multi-market local media relationships make us one of the most connected PR firms in the business, but our personalized approach to media outreach makes us one of the best.



## Crisis Management

Take it from Warren Buffet – it can take decades to build a brand, but minutes to destroy it. Our team specializes in proactive crisis planning and response, so you won't be caught unprepared.



## Social Media

Through content development, channel monitoring and crisis communications, our team can manage your social channels, track engagement and increase your brand's presence.



## Media Training

We offer one-on-one media training with our clients and their spokespeople so they feel as comfortable as possible in front of the camera or speaking to a reporter.



## Content Creation

From writing entire magazines to website copy to bylined articles, our team of seasoned writers can take any topic and develop content specifically designed for your audiences.



## Research & Analytics

We offer a proprietary reporting system that allows our clients to constantly keep their fingers on the pulse of our PR efforts. From weekly status reports to placement analysis to social engagement reports, we keep you in the know.



## Our Philosophy:

At Snackbox we like to say our business philosophy can be summed up in one sentence: Everybody at our table eats. We take care of our clients, employees and the people around us by treating everybody fairly and honestly. For our clients, passion for their brand is what drives us; their success is our success. We combine design thinking with the art of storytelling to deliver incredible results for our clients. We operate in a transparent manner and hold ourselves accountable for every dollar spent by keeping our clients looped in on progress and measurement through our proprietary reporting systems.



In 2017, Snackbox was named  
by the Austin Business Journal:

Top PR Firm in Austin • Top Women-Owned Business in Austin • Top Marketing Agency in Austin

## What Makes Us Different:

At Snackbox we approach public relations a little differently. Not only do we take the relationship part of PR seriously, but we do our homework on journalists, we're careful about who we reach out to and when. We put in serious time to net serious results. We're not afraid to recreate our work to achieve an even better outcome. And, ultimately, we're successful at PR because we don't look at it as a one-size-fits-all solution for our clients.

# Past Media Secured

WALL STREET JOURNAL

BuzzFeed

Better  
Homes  
and Gardens.

Men's Health

Forbes

The  
Washington  
Post

THE  
HUFFINGTON  
POST

Us  
WEEKLY

The Dallas Morning News

Southwest®  
The Magazine

FOX  
NEWS  
channel

O  
THE OPRAH  
MAGAZINE

abc NEWS



REUTERS

GIZMODO

SELF

GOOD  
MORNING  
AMERICA

Men's  
Health

THE  
WALL STREET  
JOURNAL.

SHAPE

SHARK  
TANK

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