



Street art from the collection, Preserving Innovation

# Consumer Practice

Investor Relations  
Strategic Public Relations



## Sector Expertise

- Apparel/Retail
- Automotive
- Cosmetics
- Electronics
- Entertainment
- Food and Beverage
- Restaurant
- Real Estate
- Sporting Goods

To learn more about our services and firm, please visit [www.pondel.com](http://www.pondel.com).

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The Consumer Practice at PondelWilkinson has been active for more than two decades, over which time the firm has been proud to represent a broad spectrum of premier corporate brands.

Whether introducing a newly public company to Wall Street, gaining recognition for new consumer products, building shareholder value or protecting a company's reputation in time of crisis, our professionals have a unique talent for understanding each client's unique communications needs. We create highly customized, integrated programs aimed at achieving defined, measurable results.

Since our team understands the consumer who represents the core of our clients' businesses, we communicate effectively with sophisticated audiences, both on the Street and off.

## Strategic Counsel

- Crisis Communications
- IPOs and Financings
- Reverse Mergers
- Acquisitions/Divestitures
- Restructurings
- Litigation Support

## Services

### Wall Street Positioning

- Sell-Side Analyst Following
- Buy-Side Institution Targeting
- Retail Investor Programs

### Shareholder Communications

- Corporate and Financial News
- Quarterly/Special Conference Calls
- Ongoing Liaison
- Annual and Special Meetings

### Media Relations

- Business and Financial Press
- Consumer and Trade Outlets
- Social Media Strategies
- Consumer Surveys
- Video News Production
- Executive Visibility
- Media Training

### Corporate Access

- National/International Roadshows
- Investor/Analyst Events
- Financial and Industry Conferences

### Capital Markets Insight

- Shareholder Analysis
- Perceptions Studies

### Collateral Material

- PowerPoint Presentations
- Fact Sheets, White Papers
- Annual Reports
- Corporate and IR Web Sites

### Corporate Governance Counsel

- Reg. FD & Disclosure Training
- Guidance Policies