

# CAPABILITIES REPORT



132 Carondelet Street, Suite A  
New Orleans, LA 70130  
[theSpearsGroup.com](http://theSpearsGroup.com)

# ABOUT SPEARS

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Spears Group is an award-winning marketing public relations and engagement hub that truly connects our clients with their audience. Founded in 2008 by New Orleans native Cleveland Spears III, the vision and goal of Spears Group is to help clients create meaningful relationships through strong communication strategies built intelligently by our diverse and highly collaborative team.

# MISSION STATEMENT

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Spears Group connects clients with their audience through comprehensive communication strategies designed and implemented by a diverse and highly collaborative team of experts.

We go beyond merely reaching the audience and turn the audience into ambassadors for our client's message.

We become true partners with our clients by immersing ourselves in their business to identify factors that will trigger a true connection and produce definitive results.



# AWARDS

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**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

NEW ORLEANS

BUSINESS OF THE YEAR 2013



TRANSIT CAMPAIGN OF THE YEAR 2012

CLIENT: **RTA** 

**HiMSS**<sup>®</sup>

FIRST PLACE IN  
INFORMATION DISSEMINATION

CLIENT:  **LPHI**  
Louisiana Public Health Institute  
Bringing People, Ideas and Resources Together



**ADDY**<sup>®</sup>  
THE AMERICAN ADVERTISING AWARDS

BEST IN SHOW

CLIENT:  **NOIMC**  
New Orleans Tourism  
Marketing Corporation

# PRESIDENT & CEO

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A native of New Orleans, Cleveland Spears, III, holds a bachelor's degree in marketing from the University of New Orleans and has ten years of professional experience in marketing, advertising and public relations in various industries. Cleveland remains active in the community through volunteer efforts and board appointments.

Cleveland is also a graduate of the 2010 Bryan Bell Leadership Forum, the 2011 Goldman Sachs' 10,000 Small Business Program and recipient of the Urban League's 2010 Rising Star Award.



# TEAM SPEARS

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**Malana M. Joseph** is the director of public relations and community engagement and brings nearly 10 years of public relations, media, journalism, communications and event planning experience to the company.



**Ronald Evangelista** is a Administration and Special Projects Manager, responsible for analyzing the firm's administrative protocols, implementing standard operating procedures and monitoring all accounts to ensure that they are completed on time and in budget.



**Eli Pritykin** serves as the creative director and lead designer for all imaging, branding and creative direction. He also serves as the lead technology resource, developing creative ways to introduce technology into all communications efforts.



**Adrian K. Cohn** is a public relations account manager at Spears Group. In addition to managing a variety of clients across business sectors, Adrian is also responsible for growing the firm's portfolio.

# CLIENTS

Spears Group has an extensive and diverse portfolio of clients in various industries including tourism and hospitality, healthcare, education and construction. Client satisfaction is our number one priority and we do our best to ensure that all parties receive the highest level of service when working with our firm.



CITY OF NEW ORLEANS



# APPROACH

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At Spears Group we place primary focus on creating *Connections* on all levels:

**Internally:**

By maintaining a strong, highly collaborative team

**Between team and client:**

By becoming true partners with our clients in order to provide the highest level of service

**Between client and target audience:**

By turning the audience into true brand ambassadors

**Between team and vendors and media:**

By sustaining excellent working relationships with our professional peers



# SERVICES

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- Strategic Communications
- Creative Services
- Web Development
- Community Engagement
- Event Production



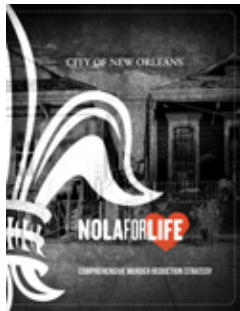
# CREATIVE SERVICES

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The creative team at Spears Group is comprised of world-class graphic designers and web developers. Our creative team works closely with clients in all phases of the creative process which include: establishing initial corporate identity (logos, colors, slogans, etc.), development of all corporate collateral, and through full campaign deployment including development of ad pieces, ensuring brand continuity across all mediums of online, print, outdoor, digital, etc. Our creative team also develops fully integrated web assets, including websites, custom branded HTML email templates, social media assets, etc.



# PRINT DESIGN



### INVEST IN PREVENTION

We cannot avoid our way out of this problem. NOLA FOR LIFE backs a heavy emphasis on helping our young people and families succeed.

- MAYOR'S STRATEGIC COMMAND TO REDUCE RISK
- NOLA FOR LIFE MIGHTY BASKETBALL
- TRAUMA RESPONSE IN SCHOOLS
- CONNECTING HIGH-NEED STUDENTS TO THE COORDINATED SYSTEM OF CARE
- FAMILY VIOLENCE PREVENTION STRATEGY
- NATIONAL FORUM ON YOUTH VIOLENCE PREVENTION
- REALTIME RESOURCES MOBILE APPLICATION
- NOLA FOR LIFE FUND
- NOLA FOR LIFE COMMUNITY OF PRACTICE
- NOLA FOR LIFE MENTORING
- COORDINATE & STRENGTHEN THE BEHAVIORAL HEALTH SYSTEM
- IMPROVE MENTAL HEALTH SERVICES



### Strategy, Policy and Research

1. ...

2. ...

3. ...

4. ...

### greater new orleans inc.

## GNO, INC.

### 2012 - 2016 INVESTMENT CAMPAIGN

### CONTINUING PROGRESS SUSTAINING SUCCESS

## GNO, INC.

### FOCUS

Foundational factors

Advanced Manufacturing

Strategic Tools

Energy

## THE NEW ORLEANS REDEVELOPMENT AUTHORITY

is a catalyst for the revitalization of the city, partnering in strategic developments that celebrate the city's neighborhoods and honor its traditions.

### YEAR IN REVIEW 2013

James M. Singleton, Chairman  
Jeffrey P. Hebert, Executive Director



## New Orleans

### REIMAGINED REDEFINED REVITALIZED

**\$5,883,976 + \$18,476,133**  
AFFORDABLE HOUSING

**\$22,359,109**  
IN A PROGRAM DELIVERING OVER  
**460** UNITS OF AFFORDABLE HOUSING

**\$3,750,000 + \$53,656,570**  
REVENUES REPORTED TO  
**COMMERCE**

**500** EXCEEDED  
BUSINESS OPPORTUNITIES  
**3,000** REACHED

**\$57,305,570**  
REVENUES IN COMMERCE  
**225,000** SQUARE FEET OF REVITALIZED COMMERCIAL SPACE

### DISPOSITION PROGRAM

**216** AUCTION

**517** ALL DISPOSITIONS

**167** LOFT NEXT DOOR

**123** ALTERNATIVE LAND USE DEVELOPMENT

**14.4 ACRES** OF REVITALIZED PROJECTS COMPLETED

**\$9,633,976** SOCIAL INVESTMENTS  
**\$70,030,703** LEASED

**TOTAL 2013 INVESTMENT \$79,664,679**

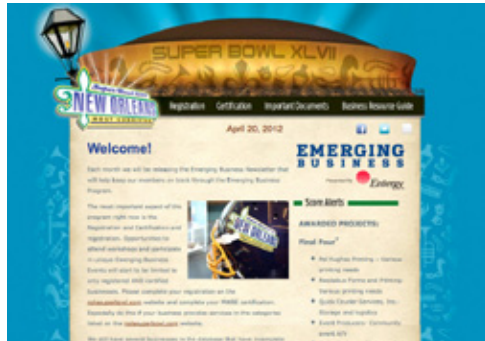
PRESENTS

# CHILDREN'S HERO AWARDS

SPONSORED BY

# WEB DEVELOPEMENT

CUSTOM EMAILS



WEBSITES



# STRATEGIC COMMUNICATIONS

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We know that public relations is far more than just sending out weekly press releases. Effective communications and public relations is the strategic alignment and execution of media relations, public relations, community engagement and special events all working together to raise our clients awareness, profile and reach their ultimate goal. We create a multi-faceted public relations strategy to enhance the overall public awareness and public perception of our clients.



Lemonade Day Kick-Off Press Conference:  
John Georges, Georges Enterprises



Media coverage for  
Teen Pregnancy Prevention Event

# STRATEGIC COMMUNICATIONS

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Lemonade Day Kick-Off Press Conference



WDSU Interview with Dr. Anjum Khurshid, LPHI and Frances Hawkins, McFarlad Institute. txt4health Campaign Launch



Peoples Community Open House:  
ABC 26 Interview



Freshy Foods Press Conference:  
Louisiana Governor Bobby Jindal



Teen Pregnancy Prevention Press Conference:  
Dr. Shondra Williams, DHH



Peoples Community Open House:  
Members of Jefferson Parish Council, Faith Based Community, Housing Community, and Legislators

# COMMUNITY ENGAGEMENT

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Community Engagement is an essential component for many of our clients. We work with our clients to develop a proactive community engagement strategy that includes identifying key stakeholders, developing community advisory boards, strategic alignment, creating community and communications asset maps to leverage community assets for our client's benefit and to bring our clients closer to the communities they serve.



RTA Rail Safety Campaign:  
Community Outreach



Txt4health Community Outreach

# COMMUNITY ENGAGEMENT



RTA Rail Safety Campaign:  
Community Outreach



Ttxt4health Community Outreach



Ttxt4health Community Outreach



Lemonade Day  
Community Outreach



Lemonade Day  
Community Outreach



Lemonade Day  
Community Outreach

# EVENT PRODUCTION

Over the last several years, we have refined our skills to better position ourselves as production experts. We have lead production efforts for large scale launch events, community engagement events, luncheons, fundraisers, political campaign events and several others. When we are engaged in an event production capacity, we lead the process from start to finish.



— YOU ARE —  
**INVITED**

**txt4health**  
**CAMPAIGN LAUNCH**

January 31, 2012  
12 p.m. – 5 p.m.  
New Orleans Hyatt Regency Hotel  
New Orleans, LA

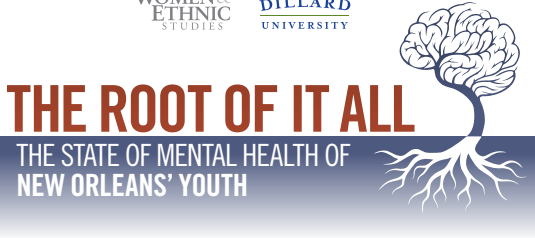
SPECIAL GUESTS INCLUDE

 <b>Firzad Mostafaei, MD, ISOM</b> National Coordinator for Health IT – HHS	 <b>Mike Reitz</b> President and CEO Blue Cross and Blue Shield of Louisiana	 <b>Bruce Greenstein</b> Secretary of the Louisiana Department of Health and Hospitals
 <b>Ann Albright, PhD, RD</b> Director, Division of Diabetes Translation Centers for Disease Control and Prevention	 <b>Vivian Fonseca, MD</b> President, Medicine & Science American Diabetes Association	 <b>Karen DeSalvo, MD</b> City of New Orleans Health Commissioner

Please RSVP Your Attendance to  
[rsvp@SpearsConsultingGroup.com](mailto:rsvp@SpearsConsultingGroup.com)



# EVENT PRODUCTION



# CASE STUDY

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## CRESCENT CITY BEACON COMMUNITY

### SITUATION

SCG was retained by the Louisiana Public Health Institute (LPHI) to lead all marketing, community engagement, and public relations efforts surrounding the Crescent City Beacon Community and all initiatives associated with the new program. Under this program, Beacon would introduce three new public health interventions – Txt4Health, Greater New Orleans Health Information Exchange (GNO HIE), and Chronic Care Management.

New Orleans was selected as one of 17 cities across the nation to participate in the beacon program, whose primary goal is to transform the city's health IT infrastructure and improve the quality of care given to patients.



# CASE STUDY

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## CRESCENT CITY BEACON COMMUNITY

### STRATEGIES

- Coordinated and produced the Txt4Health and GNO HIE launch events
- Secured local and national media coverage in major health publications surrounding both launch
- Organized over 40 community events for CCBC including health fairs, college campuses, community clinics, the Louis Armstrong International Airport, health screenings for large employers, National Urban League Conference, etc.
- Coordinated Editorial Board Meetings and desk side interviews with regional media outlets to highlight CCBC's initiatives and accomplishments



# CASE STUDY

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## CRESCENT CITY BEACON COMMUNITY

### RESULTS

- Secured more than \$100,000 in earned media value
- New Orleans ranks first among seven cities with active Txt4health enrollees
- CCBC is now the national model for all beacon communities in the U.S.
- LPHI was invited to sit on the national advisory council for HHS on communications, information dissemination and community engagement
- Secured key partnerships with community and health organizations



# CASE STUDY

## CRESCENT CITY BEACON COMMUNITY



# CASE STUDY

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## NEW ORLEANS REGIONAL TRANSIT AUTHORITY

### *SITUATION:*

Spears Group was retained to develop a comprehensive consumer facing public safety campaign.



### *STRATEGIES:*

- Spearheaded the brand development process creating the “TRACKS CAN KILL, Live Outside the Lines” campaign
- Executed a local and national media relations strategy
- Coordinated more than 40 community events throughout the city

# CASE STUDY

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## NEW ORLEANS REGIONAL TRANSIT AUTHORITY

### *RESULTS:*

- Incidents along the rail line decreased by 70%
- Campaign developed by Spears Group in conjunction with the Veolia transportation, won first place honors at the 2012 American Public Transit Association conference in the categories of best overall campaign and in digital media for the television PSAs.



# CASE STUDY

## NEW ORLEANS REGIONAL TRANSIT AUTHORITY



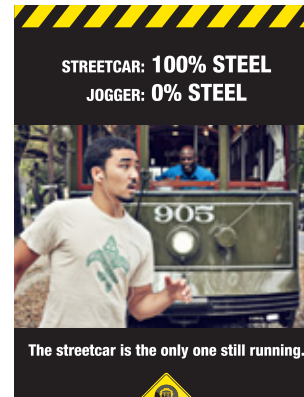
Logo



Static cling decal



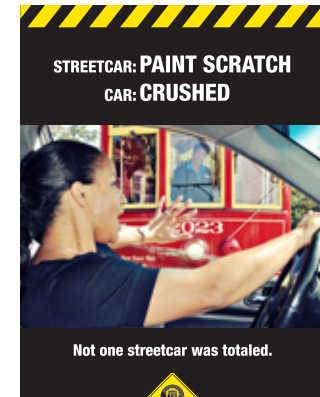
Tshirts



A Single Accident is One Too Many When it's You Versus a Streetcar.  
Stay Clear of the Tracks and Live Outside the Lines.

A Public Safety Message from the RTA of New Orleans. RTA Learn more at [www.noratl.com/](http://www.noratl.com/) 504.522.8788

Print ad



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Print ad



Photography



# WHAT OUR CLIENTS SAY ABOUT US

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“ We were very pleased with our experience in working with Spears Group. Of all the PR firms we've worked with across the country, they were the most thorough and consistent. I would recommend them to any organization.

— Amanda Thorn,  
Senior VP of Communications, NBA



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“ I really enjoyed working with Spears Group. The staff at Spears was creative and extremely results oriented.

— Karyn Kearney,  
Executive Vice President, Audubon Nature Institute



LET US HELP YOU WITH YOUR  
COMMUNICATIONS NEEDS

## **Cleveland Spears, III**

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[cleveland@thespearsgroup.com](mailto:cleveland@thespearsgroup.com)

