



Shown here holding her 1725 Claude Pierray à Paris violin, Trish is also an accomplished violinist by avocation and serenades clients on request.

## What in the world does a violin have to do with Advertising, Marketing & Public Relations?

Publicity Works owner Trish Doll can claim a rich musical lineage with relatives as longstanding members of the Philadelphia Orchestra's string section.

She has been reaching for excellence since age 5, when she began taking interest in violin lessons. Later realizing that music was not her singular passion, she chose instead to attend college. She graduated with a B.S. in Communications while radio disc jockeying and reporting/writing for area media and ad agencies. Meanwhile, she continued to perform with musical groups. Since then she's parlayed her passion for musical excellence into the business world, working to enhance her clients' own profitability through PR-based marketing strategies.

Award-winning Publicity Works serves diverse clientele — from small business entrepreneurs to global corporations and its success has been well documented in the media. *Energy, enthusiasm, timeliness, integrity and — as clients quite often remark — great tenacity... these ingredients of every successful, hard-working musician are what Publicity Works brings to every client's business marketing plan!*

Interviewed regularly by the press, including Success® and Entrepreneur® — Doll was also featured in national PRWeek® magazine for her unique customer service, by serenading clientele with her violin.

**"I've known and worked with Trish and her firm for over 20 years. They're extremely bright, competent go-getters who achieve positive marketing results for their clients... They really should write a manual for others on how to achieve results... I personally think they walk on water..."**

—Dick Mendenhall, Journalist/PR Professional

**"The success you've achieved is an inspiration. You're an outstanding example of the entrepreneurial spirit which has made our country the leading economic power in the world..."**

— Michael A. O'Pake  
State Senator — 11th District of Pennsylvania

Publicity Works is an award-winning, WBE state-certified woman-owned business, heavily active with Chambers of Commerce and nonprofit organizations and listed with the following: Who's Who Among Notable Business Women; PA's Bureau of Contract Administration & Business Development; the U.S. Small Business Administration's Procurement office (PRO-Net); PA SourceNet; Governor's PA Best 50 Women In Business (including Scholarship and Judging Boards); Millersville University's Executive Alumni Mentor Board; Diversity 2000; KillerBiz.com; allexperts.com; writers.net; the national ATHENA Foundation; PRWeek®; and the Gale Group's select list of high-profile companies.

**"Since our creative marketing campaign began, we've received many positive responses and signed leases! Our occupancy level increased from 55% to 100%..."**

— John Newton, Fmr. Sales, High Associates

**"Publicity Works is a creative and tenacious firm. They know how to get results!"**

— Dr. Len Marrella, Author, *In Search of Ethics*,  
Founder/President,  
The Center for Leadership and Ethics

**"Doll is one of the most savvy PR and Marketing experts I've ever published... Publicity Works, works!"**

— Ron Elliott, Editor, National Trade Publishers

**"...hard-working and enthusiastic... Doll really is the essence of public relations!"**

— Wendy Komanchek, Journalist



## PUBLICITY WORKS<sup>SM</sup> PR-Powered Advertising & Marketing

P.O. Box 557 / Bowmansville, PA 17507  
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www.publicity-works.com

**For a recital of our benefits and to learn how to outperform your competitors in the marketplace, call 717.445.6377.**

*Violin serenade by the owner optional!*

**OUTPERFORM THE  
COMPETITION IN  
THE MARKETPLACE!**



*The **Publicity Works** marketing philosophy...as featured in the press & the national trade magazine, PRWeek®*

**"If you could bottle up energy and creativity, you'd find Doll's brand up on the high-octane shelf!"**

—Rouse & Associates



# Serenading Clients with Performance & Results Since 1990

## Fortissimo

### Agency Philosophy -

#### **Creating Marketplace Perceptions that SELL**

Public attitude often determines the success of a product or service. The Publicity Works philosophy is based on this premise — to structure marketing programs around the real news value or Unique Selling Proposition (USP) of the client's products or services.

Clients have experienced cost-effective marketing with enhanced name recognition and credibility; increased word-of-mouth with powered sales; and, *great looking advertising that is suddenly — great pulling advertising!*

### **The Classic Combination for Brand Success**

***Marketing is not the battle of products, it's a battle of perceptions.\****

The agency utilizes the credibility of news with its "third-party" media endorsements to drive the total marketing program. Positive perceptions — created, refined and promoted by Publicity Works — speak powerfully about one's brand in the marketplace!

\*Excerpt, The 22 Immutable Laws of Marketing, Reis and Trout.

**"Publicity Works — it truly does. They've done a stellar job at proving the cost-effectiveness of PR. Thanks to them, ARROW has achieved outstanding recognition in the community, medical marketplace, television and the world...!"**

— Rick Yanchuleff, Fmr. Marketing Director  
ARROW® International

**"As a TV reporter, I've worked with Publicity Works on many occasions. They're excellent — they have finesse with the press and know how to get the message out to the media!"**

— Jodi Radosh, Ph.D., Prof. of Journalism  
Alvernia College, News Reporter, WGAL-TV8

**"While our reputation has always been solid, your foresight has taken us to new heights. Your enormous enthusiasm combined with vision, perseverance and common sense has always translated to our accomplishing our objectives. I had to be shown, but now I know that your company's approach to marketing has improved our credibility as a leader in our profession. This exposure has sent the message out to make a connection with those looking for our services thus significantly increasing our client base."**

— Gloria Lycknell, Owner, Lycknell Interiors

**"To successfully serenade and capture your audience, one must be compelling, innovative and provocative... and truly resonate above the crowd..."**

—William dePasquale, Co-Concertmaster,  
The Philadelphia Orchestra



## Espressivo

### **Repertoire of Services and PR-Savvy Performances Memorable Performances... Memorable Results**

Publicity Works is an energetic, full-service PR-powered advertising and marketing agency representing a diverse local, national and international roster of clientele. Since 1990, the agency has built an enviable reputation for blending strategic, sound PR-based marketing with breakthrough, award-winning creative ideas. This unique approach has been the basis of the agency's phenomenal evolution and excellent track record in results-oriented marketing. Their commitment, as recognized by creditable testimonials, is to provide clients with extraordinary service and documented results — through an array of finely tuned marketing programs.

#### **Services include:**

- Logo Identity & Brand Development Marketing
- NEWSWORTHY Unique Selling Proposition (USP) & Competitive Tag Line or Slogan Development
- New Business or Product Launch/Relaunch Promotion
- Marketing-Public Relations (MPR) Plans for Increased Market Share/Media Visibility
- Advertising & Direct Mail Strategies along with Web Site/Media Center Development
- Special Events, Groundbreakings, Press Conferences & Cause Marketing Campaigns
- Talent, Speaker & Author Representation with Publicity Outreach
- Media & Community Relations

Publicity Works also conducts energizing marketing seminars for business and civic groups!



The absence of PR in a marketing program is like a broken string on a violin. Publicity Works recognizes the strong, credible impact well-executed PR can have on business marketing, public opinion and the bottom-line. At Publicity Works, PR is not a mere afterthought... but the instrument to business marketing success.

## Crescendo

### **Agency Recognition**

#### **About the Owner**

**"For someone who is as enthusiastic and energetic as a string of firecrackers, it seems appropriate that Doll's agency would take on similar flight!"**

—Small Business News/SBA

Known for her positive tenacity and PR-savvy marketing, Doll launched her business with no advertising, and today is on the Gale Group's select list of high-profile companies.

While the company has won a number of *regional and national awards for creative marketing excellence*, the owner herself has been singled out for her own achievement and tireless generosity in assisting others, with several awards and commendations, *most notably:*

- Governor's **Pennsylvania Best 50 Women in Business Award** honoring the most powerful and influential women in the state for their commitment to business growth, professional excellence and the community
- **Small Business Administration (SBA) Women's Business Advocate Award** honoring the Nation's top entrepreneurs
- **ATHENA Award**, honored by the Berks County Chamber of Commerce for professional excellence and community service
- **Top Forty Under 40 Award** honoring Central PA's most dynamic young business leaders
- Two **American Heart Awards** from the American Heart Association

**"Publicity Works has generated a tremendous amount of "buzz" for our company. Their efforts have elevated our stature in the business community among our customers, vendors, employees and competitors much more than any marketing we've ever done. We've increased our budget by 60%! They've exceeded our expectations!"**

— Bob Egan, President, Egan Sign