

## Collingwood Communications *Strategic Communications Overview*

Collingwood Communications provides full-service strategic communications, specializing in serving clients in banking, housing and the mortgage industry. In today's challenging marketplace, building and implementing a communications strategy is critical to the success of every enterprise and organization. Backed by decades of experience, deep industry insight and solid relationships, Collingwood Communications provides a variety of services to its clients, including messaging strategy, media relations, social media, grassroots and public relations, marketing and corporate communications, and production services including:

### *Public Relations/Public Affairs*

- Press Releases
- Media Outreach
- Press Conferences
- Fact Sheets/Q&As
- Media Training
- Article Development

### *Social and Digital Media*

- Social Networking
- Blogs

### *Grassroots and Alliance Building*

- Advocacy – Identification and Program Development
- Community Outreach Programs

### *Marketing and Brand Support*

- Strategic Communications Strategies
- Corporate Branding
- Collateral Materials
- Websites
- Direct Mail
- Marketing Programs
- Messaging/Copy Development
- Corporate Events and Functions
- Newsletters
- Corporate Advertising
- Video Development



### The Collingwood Group<sup>SM</sup>

The Collingwood Group provides advisory services and business development opportunities combined with access to decision makers, financial sponsors, corporate boards and senior industry executives. The firm's core focus is set on helping companies and investors in the financial services industry, utilizing its unique ability to combine the Partners' federal sector knowledge with nearly a century of combined private sector industry experience. Offering extraordinary perspective on federal agencies and private sector entities at the center of today's restructuring of financial services, The Collingwood Group's expertise spans all aspects of FHA financing programs, Ginnie Mae securitization activities; domestic and international secondary market activities and issues, risk and loss mitigation, primary and special servicing, vendor and talent management, and all elements of portfolio acquisition, property management and asset disposition.