



# GROWTH COMMUNICATIONS

We're business experts who utilize communications and change management to drive your business transformation and growth.

## OUR SERVICES



### STRATEGIC COMMUNICATIONS

- Corporate Reputation
- Public Relations
- Public Affairs
- Media Relations
- Thought Leadership
- Employee Engagement
- Executive Positioning
- Content Marketing
- Digital Marketing
- Owned-Earned-Paid Media



### BRANDING

- Brand Development
- Brand Activation
- Rebranding
- Employer Branding
- Design
- Web Development



### CHANGE MANAGEMENT

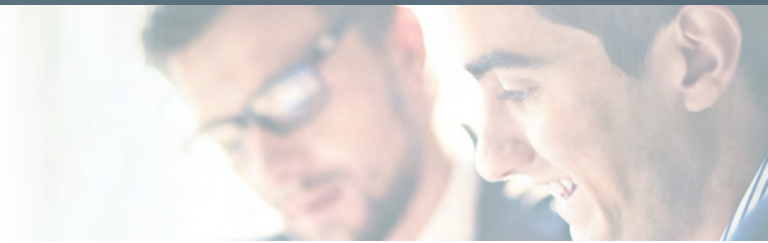
- Change Assessment & Strategy
- Change Leadership
- Change Communications



### CRISIS MANAGEMENT

- Risk Assessment
- CEO & Board Counsel
- Crisis Plan Development
- Communications Support
- Spokesperson Training

# WHO WE ARE



Focusing on small to mid-sized businesses, we bring a collaborative, results-oriented approach and decades of experience in all aspects of B2B and B2B marketing communications, including branding and rebranding, change management, public relations and social media, integrated marketing campaigns and turnkey creative services.

We're a startup of grownups. Seasoned marketing communications pros with big city, big agency, big client experience, now working in an intimate environment where we can flex our strategic and creative muscles and deliver real value to clients. We know how to get it done right the first time, cost-efficiently.

## DIXON | JAMES AT A GLANCE

- Chicago based, representatives nationwide
- Founded 2010, a startup of grownups
- Big agency, big account, big market experience in an intimate setting
- Unique blend of strategic communications plus change management
- Client success obsessed
- Passionate about being your indispensable partner
- Turnkey creative services

## WHY CLIENTS HIRE US

- To strategically grow purposeful visibility that supports their business strategies
- To launch products or services or maintain their relevance among stakeholders
- To strengthen their employer brand, engage their employees, evolve their culture, support internal change
- To support their business transformation with aligned change management and communications

## CLIENTS WE'VE SUPPORTED



### JIM HEININGER

Dixon|James was established by Jim Heining who has been building and safeguarding some of the most respected brands for more than 35 years. An agency veteran (Ketchum, Ogilvy, Porter Novelli) supporting blue chip clients as Procter & Gamble, Wendy's and Anheuser-Busch and served as a corporate reputation advisor at McDonald's Corporation. Jim is joined by industry experts in strategy, creative, design, digital, change management and media relations.