

FHX: Expanding, Extending, and Enhancing Brand Experiences

FHX Fact Sheet

<p>What is FHX?</p>	<p>Fleishman-Hillard and The Radiate Group have formed a strategic business relationship to take experiential marketing to an entirely new level for companies and brands worldwide. This relationship combines Fleishman-Hillard’s excellence in communications and public relations with Radiate’s excellence in experiential marketing. Specifically, it combines Fleishman-Hillard’s industry-leading expertise in public relations, digital and mobile communications, influencer marketing, and entertainment with Radiate’s specialization in live and experiential marketing, sponsorships, lifestyle engagement, and entertainment.</p> <p>More importantly, the relationship combines both companies’ marketing activities to deliver programs that are exponentially stronger. How? Instead of brands having separate, siloed programs for public relations, event sponsorships, online outreach, and on-premise marketing, Fleishman-Hillard and Radiate, working together, can bring all of those elements into a single, impactful program with that illusive “X factor” that breaks through the clutter to impact customers.</p> <p>With this in mind, Fleishman-Hillard identifies its new experiential marketing capabilities as FHX – Powered by Radiate.</p>		
<p>Why FHX?</p>	<p>Whether it’s surrounding an existing sponsored concert with online and offline publicity or taking a PR campaign literally on the road, FHX offers companies and brands a seamless approach to reaching customers. It’s a one-stop shop for a broad range of marketing opportunities.</p>		
<p>About Fleishman-Hillard:</p>	<p>Fleishman-Hillard is one of the world’s leading communications consultancies. Providing strategic counsel to clients for more than 60 years, we have developed an unsurpassed reputation for delivering a meaningful, positive, and measurable impact on our clients’ performance. We have 80-plus offices in our network to serve clients around the world.</p>		
<p>About The Radiate Group:</p>	<p>The Radiate Group is the global parent company to 17 marketing services agencies specializing in key lifestyle drivers: art, music, fashion, sports, and entertainment. The Radiate Group includes:</p> <ul style="list-style-type: none"> • A Vista Events • AMCI • ASA Entertainment • C2 Creative • Connexions Sports and Entertainment • Experience • GMR Europe • GMR Marketing / GMR Entertainment • GO! Productions • Harrison & Shriftman • High Team Communications • Kaleidoscope Youth Marketing • Pierce Promotions • Platinum Rye Entertainment • Sage Collective • SportsMark • Traffik Marketing 		
<p>For More Information:</p>	<p>Visit www.fhxperiential.com or contact:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><u>Fleishman-Hillard</u> David MacKay 202-828-8821 david.mackay@fleishman.com</p> <p>Vicki Boutwell 314-982-9127 vicki.boutwell@fleishman.com</p> <p>Mike Slatin 314-982-8661 michael.slatin@fleishman.com</p> </td> <td style="width: 50%; vertical-align: top;"> <p><u>The Radiate Group</u> Adam Lippard 415-352-3573 adam.lippard@radiategroup.com</p> <p>Marc Smathers 262-780-5938 msmathers@radiategroup.com</p> </td> </tr> </table>	<p><u>Fleishman-Hillard</u> David MacKay 202-828-8821 david.mackay@fleishman.com</p> <p>Vicki Boutwell 314-982-9127 vicki.boutwell@fleishman.com</p> <p>Mike Slatin 314-982-8661 michael.slatin@fleishman.com</p>	<p><u>The Radiate Group</u> Adam Lippard 415-352-3573 adam.lippard@radiategroup.com</p> <p>Marc Smathers 262-780-5938 msmathers@radiategroup.com</p>
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