



communicate. advocate. innovate.

Seattle Office
720 Third Ave., Floor 12
Seattle, WA 98104
+1 206 323 3733

Washington, D.C. Office
1333 H St. NW, Suite 300 W
Washington, D.C. 20005
+1 202 719 9999

info@nyhus.com
www.nyhus.com

Fact Sheet

Founded:
1994

Offices:
Seattle
Washington, D.C.

Specializing in:
Integrated Campaigns
Thought Leadership
Corporate Responsibility

Industry Expertise:
Technology
Life Sciences & Global Health
Health Care
Clean Technology
Financial Services
Real Estate and Development
Trade Associations

Services:
Public Relations
Public Affairs
Marketing
Social Media

Strategic Counsel
Message Development
Media Relations
Advocacy Campaigns
Government Relations
Coalition Building
Social Network Management
Community Relations
Special Events
Crisis Management
Investor Communications
Strategic Philanthropy
Internal Communications
Media Training
Content and Editorial

About Nyhus Communications

With offices in Seattle and Washington, D.C., Nyhus is a full service strategic communications and advocacy firm committed to delivering exceptional results for its clients around the world. The well-connected Nyhus team includes specialists in public relations, public affairs, marketing and social media, so we are able to deploy the precise combination of resources needed to best serve each client’s unique needs. The agency specializes in integrated campaigns, thought leadership and corporate responsibility, and is known for its candid, strategic and creative approach. Nyhus takes personalized customer service and client partnerships very seriously – and consistently delivers exceptional results.

Public Relations

The award-winning Nyhus public relations team is recognized for creating, developing and delivering global strategic communications programs that drive meaningful business results with target audiences. We work across all media—print, broadcast and online. Our well-connected team is expert in negotiating and navigating all aspects of complex public relations campaigns and crises, and executing strategies and tactics across a diverse group of industries, from technology to life sciences and financial services to corporate and consumer.

Public Affairs

At the intersection of government, business, media and the community, the Nyhus public affairs team deploys communications and advocacy strategies to solve challenging business and public policy issues. We provide candid counsel and develop trust by fostering key relationships. Nyhus presents laser-focused advocacy and outreach that set the agenda, catalyze support and accelerate policy changes. Our deep experience, national and international connections and influence ensure that our clients achieve the results they are looking for.

Marketing

The Nyhus team takes the time to understand the business issues behind client marketing goals to ensure we deliver meaningful results every time. We are savvy about evaluating the market environment, key segments and competitors. We think strategically about solving unique marketing challenges and deploy tactics that leverage the latest communication strategies, including social media, for maximum results. Our team is nimble and thoughtful and consistently delivers world-class programs for our global clients.

Social Media

Social networking media have emerged as an essential asset in the business communications repertoire. The Nyhus social media team is always exploring the latest social media technology, tools and sites so we can provide our clients with the most creative and dynamic solutions. The Nyhus team works with clients to develop online and social networking strategies and targeted tactical plans. Through gifted digital storytelling, video production and influencer communications, Nyhus helps clients use technology to its fullest advantage.



Case Studies:



American Express Partners in Preservation — Puget Sound

American Express and the National Trust for Historic Preservation asked Nyhus to launch the Partners in Preservation program in Seattle and the Puget Sound. Nyhus worked with local business and community representatives and local media for both the launch of a contest for the best preservation effort and during the voting process. After the ship *Adventuress* was declared the winner, local NBC affiliate King 5 brought a crew to Elliott Bay Marina to film a segment for “Evening Magazine,” the region’s top local television feature program. It also generated 34 additional pieces of coverage throughout Puget Sound. The campaign won national and regional awards for achieving exceptional results.



NTT America — Sao Paulo Launch

NTT America tasked Nyhus Communications with creating visibility in both Latin America and the United States around its new Sao Paulo, Brazil-based point of presence (PoP). Nyhus developed and executed a strategic public relations plan for the launch of the Sao Paulo PoP, including developing high-level messages for the launch, drafting and distributing a news release, providing counsel on its timing and wire distribution as well as coordinating its translation into Brazilian Portuguese and Latin American Spanish. As a result of Nyhus’ efforts, all six pre-briefings resulted in positive coverage on the day of the announcement, exceeding the campaign’s initial metrics. Coverage was positive and positioned NTT America as a leader in the Latin American emerging market.



PhRMA — We Work For Health Washington

In early 2009, PhRMA, the national trade association of the pharmaceutical industry, gave Nyhus three months to amass a statewide Washington coalition to focus attention on the business of life sciences. Nyhus attracted a group of A-list co-chairs and recruited advisory board members, including prominent leaders from business, government and education. Nyhus continues to lead WWFH, working with partners to ensure an environment in which the life sciences industry can flourish and remain a driving force in the region’s economy.



Invest Victoria — Melbourne, Australia

Invest Victoria wanted to use the 2010 BIO Convention to raise awareness about Victoria, Australia, as a biotechnology hub. Nyhus was tasked with establishing Victoria as a key player in the international biotechnology community and expanding the breadth of communications about the State of Victoria through strategic use of social media. The team identified tools — Facebook, Twitter, LinkedIn and key blogs — to generate excitement and awareness about Victoria’s participation in the BIO Convention prior to the event. The campaign resulted in an extremely successful BIO show, with Victorian delegates meeting with several members of the media, and creating relationships that continued to result in coverage long after the conclusion of the show.

Leadership Team:



Roger Nyhus
President and CEO

roger.nyhus@nyhus.com



Gary Fuller
Director, Accounting and Finance

gary.fuller@nyhus.com

Awards:



Client Portfolio:

