

## Welcome

JHG believes in the power of leadership. It's the position we strive to maintain for ourselves as well as for our clients. Leaders differentiate themselves from the "crowd", set the standards for others to follow and are viewed as being the premier providers of goods and services by consumers.

The question for any given company is: "What **leadership position** can we establish and defend over time?"

We believe the foundation of leadership positioning and successful brand development is a set of distinctive messages that highlight a company's strengths, business credentials and vision for the future. That's why we stress the importance of core message development as a precursor to all other public relations and marketing activities. It's this strategic planning that creates effective messaging and market leaders.

We take our clients to the pinnacle of leadership. Not only are we proud to share their successes, but their experiences have also helped us expand our knowledge and expertise about how to get from here to there. Let JHG show you the way.

*Dr. Harold Jackson*



Advertisements for Coca Cola Enterprises and NAACP.