

## **Marketing, Branding, Communication, and Outreach**

*The following list is provided for informational purposes only and does not constitute endorsement of any services or programs or advice. If you are aware of other providers of similar services who should be included in this list, please contact [tmacarthur@pecpa.org](mailto:tmacarthur@pecpa.org)*

### **Action Research**

Action Research is a community-based social marketing firm based in Oceanside, California. We specialize in the application of marketing and social science research to outreach programs that promote safe, healthy, and sustainable communities. Our research-driven approach emphasizes voluntary and measurable behavior change around a wide range of state and local issues, including water quality and watershed protection. Our senior staff members have graduate-level degrees in the behavioral sciences and we offer a full range of research, design, implementation, and evaluation services.

Jennifer Tabanico, Owner and President

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<http://www.actionresearch-inc.com>

### **Marketing for Change**

Marketing for Change is a full-service marketing agency committed to making what's good fun, easy, and popular. From their famous "Save the Crabs then eat 'em" initiative in the Chesapeake to "Be Floridan" that encouraged Tampa Bay residents to spend more leisure time instead of fertilizing that summer, their campaigns are known for breakthrough creative and measurable behavior change. They offer strategic marketing and communications, research, branding, creative design, media buying, video production and web development. They love behavioral science so much that they write about it almost every week as well as offer free resources at [FunEasyPopular.com](http://FunEasyPopular.com)

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[MarketingForChange.com](http://MarketingForChange.com) | [blog.FunEasyPopular.com](http://blog.FunEasyPopular.com)

### **Resource Media**

Resource Media is national, nonprofit communications firm that works exclusively in support of sustainability, public health, and social justice. With offices across the country, we provide a wide array of services including communications strategy; messaging; content development; media relations; advertising; branding; digital and social media; multicultural communications; training and facilitation.

As a nonprofit firm, we can provide our services on both a grant-funded and direct contract basis.

For more information:

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### **The Communications Solutions Group**

A full-service marketing and public relations firm, Communication Solutions offers exceptional internal and external communication strategies for businesses, nonprofits and governmental organizations. Key services include marketing

plan development and implementation; press releases and media relations; designing and writing brochures, newsletters and annual reports; advertising planning and creation; marketing research surveys and focus groups; logo, letterhead and trade show booth design; and special event promotion.

Liza Raffel, Founder and President

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