

## Stearns Johnson Has a New Look

Issue: July, 2009

Over the course of the last few months, we have been taking stock of our growth over the last 5 years. Naturally, as many businesses experience, we discovered that our business has evolved. To reflect this growth and more accurately communicate our new brand and value proposition, we've refreshed our philosophy, methodology, and expanded our current list of services.

[Read more about it in our blog.](#)



## Client News

- June 4, 2009 [The Value/Premium Brand Dichotomy: IRI Research Finds Growth at Both Ends of the Spectrum](#)
- May 26, 2009 [SiBEAM, Inc. Named Finalist for 2009 American Business Award](#)
- May 18, 2009 [SiBEAM CTO, Dr. Jeffrey M. Gilbert, to Present at the Society for Information Display \(SID\) International Symposium, Seminar and Exhibition in June 2009](#)
- May 6, 2009 [IRI Research Finds Walmart to be a Lesson in Continuous Improvement](#)

## Perspectives Spotlight

Stearns Johnson rolled out our new branding, website, blog, newsletter and service architecture.

We hope you'll explore our new website and enjoy the fresh thinking and perspectives.

## Top Results



### IRI: Reuters Coverage of IRI Consumer Survey on 2009 Summer Spending Attitudes

We worked with IRI to craft a survey investigating consumer spending attitudes during this Summer, in light of today's current economic climate. The survey found that overall, consumers across all income levels are planning to spend less this summer, yet they're not planning to hold back on life's pleasures as severely as we saw during the last half of 2008.

We worked with Jessica Wohl at Reuters to receive a briefing from the President of Consulting & Innovation at IRI, Thom Blischok, for an article around this subject. The [article](#) ran the same day as the interview, which then was re-posted in a follow up Reuters [blog](#) by Ben Klayman.

### MicroGREEN Polymers: Launched New Positioning, Branding and Website

We have been working behind the scenes with MicroGREEN Polymers to position their brand, refresh their visual identity, brainstorm and finalize their product name, and bring it all together into their new website. On

June 3rd, the new website went live. Check it out at [www.microgreeninc.com](http://www.microgreeninc.com).

### **Occam Networks: Launched and Expanded Broadband Stimulus Plan Initiative**

We have been working with Occam on a position and initiative centered around the Broadband Stimulus Package (BSP) of the American Recovery and Reinvestment Act. As a part of this new initiative we recommended Occam expand its reach into social media, by providing strategy for their [BSP micro-website](#), developing a new [blog](#), releasing a [podcast](#) series entitled "Telco Talk," and utilizing their [Twitter account](#). As a result of extending Occam's social media presence via its BSP micro website, blog, podcasting, and Twitter, we have created a channel for Occam to engage the industry and influence the BSP discussion, and established another avenue to expand its brand.

### **SiBEAM / WirelessHD: Live Radio Interview for CEO & President of SiBEAM, John LeMoncheck, on "Into Tomorrow with Dave Graveline"**

Into Tomorrow with Dave Graveline is a long running radio show focused entirely on the latest in Consumer Electronics & Technology available today and ... into tomorrow. SiBEAM's CEO joined the show to explain the future of wireless-enabled televisions to consumers. The [radio interview](#) provided an opportunity to educate and excite end-users about SiBEAM, WirelessHD and the next generation of consumer electronics products.

The program is heard by over 1 million avid CE enthusiasts in 140 countries on over 150 AM/FM, online and satellite radio stations.

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## **New at SJ**



Lena Auerbach joined Stearns Johnson in May 2009 as a summer intern. She is a Junior at Boston College and is double majoring in Communications and Elementary Education. Lena enjoys working with people, children, and computers. She also has a passion for photography, pottery, lacrosse, and volleyball. She hopes to gain knowledge and experience from this internship and get a job in PR after college.

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Questions or comments? E-mail us at [info@stearnsjohnson.com](mailto:info@stearnsjohnson.com).

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