

Over the last 20 years, Celemi has had four CEOs, five North American presidents, an investor-led buy-out, and one trusted marketing group: Rice+Associates.

When her company’s growth began to expand in the North American marketplace in 1992, Margareta Barchan, founder and CEO of Celemi, began to shop around for a strategic marketing partner. As the Sweden-based head of this global leadership development company, she was growing increasingly unhappy with the level of service and lack of initiative being provided by her current agency, an international advertising firm with offices in Stockholm and New York.

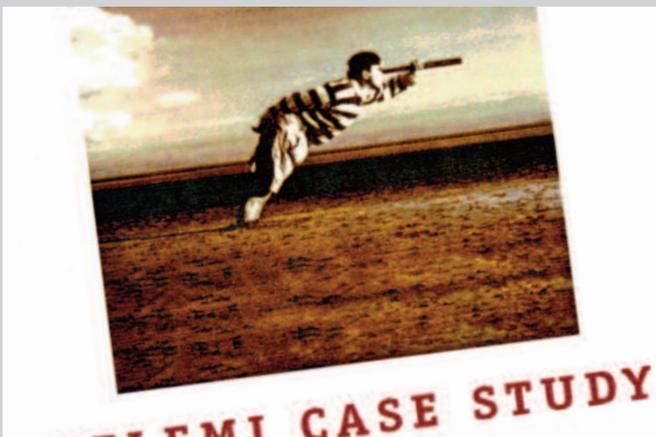
Since Celemi was expanding fastest in North America, Margareta wanted a marketing firm with proven experience in this marketplace, and a team that also understood her global vision. She needed this partner to develop strategic marketing plans, be responsible for budgets, and provide a level of “local” service that she could trust in her absence to help her new employees promote Celemi in the U.S., Canada, and Mexico. Her search led to Rice+Associates, and launched a 20-year partnership that has withstood all the changes of a growing company: three CEOs, four North American presidents, multiple strategic visions, and ultimately a buy-out by an investment firm.

Like most growth companies, Celemi experienced a mix of lean and robust years over the last two decades. But no matter what challenges or opportunities they faced, Rice+Associates was able to provide the right amount of support with a scalable team of talented writers, designers and media specialists.

Over the course of our 20-year partnership, we have helped Celemi in all areas of marketing communications: national and trade media relations, new product launches, advertising campaigns, trade show booth design, public speaking opportunities, direct mail campaigns, sales collateral, social media efforts, and managing internal communication with its network of independent distributors throughout North America.

Rice+Associates programs and initiatives are often used or replicated by Celemi business groups throughout Europe, Asia, and South America.

Our formula for success is twofold: an unwavering commitment to client service, and a deeply held belief that our clients’ success is our success. That’s why we strive to deliver projects and programs on-time and on-budget 100 percent of the time.



PROJECTS

- | | |
|-----------------------------|----------------------------|
| Strategic Planning | Case Studies |
| Branding | White Papers |
| Annual Reports | Magazine Article Placement |
| Brochures | E-mail Marketing |
| Direct Mail | Employee Communication |
| Advertising | New Product Launches |
| Exhibit & Trade Show Design | Media Relations |
| Speaking Opportunities | Social Media |
| Sales Collateral | Graphic Standards |