



## [PMG NEWS](#)

### **PMG Makes A Difference In Three New Client Relationships**

#### Innovative Market Programs Firm Sees Continued Growth

Nashua, NH – March 24, 2008 – Performance Marketing Group (PMG) ([www.pmgresults.com](http://www.pmgresults.com)), a leading Market Programs firm, reported that three new client projects have been fulfilled and have delivered impressive results.

The mix of client projects span a Large, Blue Chip Billion Dollar plus FPGA Technology devices provider, a mid-size COTS FPGA Platform Supplier and an early-stage, Technology developer specializing in Wireless Multi-Antenna processing systems that utilize breakthrough MIMO techniques.

Consistent with PMG practices, the firm does not broadly publicize the Client company's name, however it does convey the nature of the programs and services provided.

Ed Hennessy, Principal and Founder of PMG indicated that “These key client programs further reinforce PMG’s commitment to the High-Technology Sector – our underpinnings – and our dedication to the Defense & Military, Homeland Security and Healthcare/Medical target segments.”

A quick review: 1) For the large, FPGA Device Supplier – PMG was tapped to participate in their Defense & Military Strategy Planning, serving as, a critical sounding board and validation arm.

PMG also provided key insights, based on its Defense & Military Market experience on Defense Initiatives, suitable Program Targets, critical Agency and Program Office relationships and potential entry points for leveraged Partner relationships.

2) For the medium-sized, COTS FPGA Platform Supplier – PMG conducted a research study to gain critical insights into the changing needs of their Customer base. This also allowed the client firm the ability to benchmark their CSI – Customer Satisfaction Index - relevant to identifiable competitors. This resulted in some fine-tuning of their product feature set and adjustments to their Customer Support Program. PMG also worked with the client to pinpoint available business opportunities, within the Defense & Military Market that fit the company's capabilities.

3) For the Early-Stage, Multi-Antenna Processing system developer – PMG provided a well-rounded campaign that consisted of launching the company’s first commercially-available Family of Products targeted at key Defense Contractors/Integrators that specialize in C4ISR, Homeland Security, Digital Battlefield/Network-Centric Warfare, Urban Warfare, Border and Perimeter Control, RCIED Initiative, etc.

PMG also initiated a Target Account Development Program, which yielded an early-stage, opportunity base. This was complimented by several spotlight interviews and featured articles that raised awareness for the company and its breakthrough technology.

“In PMG’s vernacular, we would indicate that this client example is an “integrated program” that takes advantage of VIA, POP and TOP. That’s the combination of Vertical Industry focus, Product Launch and Opportunity Development in one complete program,” said Hennessy.

Hennessy also made reference to the continued demand and growth that PMG is seeing from its selected Target Market segments. He believes this is probably consistent across-the-board for other Marketing firms, given the emphasis that clients have to seek out competent firms to strengthen or compliment their in-house Marketing capability.

#### About PMG

*The Performance Marketing Group (PMG) provides Innovative Market Programs & Training Workshops that deliver tangible results. PMG focuses on the High-Tech Sector, with emphasis on the Defense & Military, Homeland Security and Healthcare/Medical Target Segments. Mr. Hennessy heads-up PMG and has recently authored a new book titled. “Market Warfare: Leadership & Domination Over Competitors,” which will be released in early 2008.*

*The book is based on his two plus decades “in the trenches” and provides the reader a How To Marketing Cookbook with trade secrets that will conquer their rivals. Mr. Hennessy can be reached at [ehennessy@pmgresults.com](mailto:ehennessy@pmgresults.com) and PMG’s capabilities can be reviewed at [www.pmgresults.com](http://www.pmgresults.com).*

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