



773.353.2929 | [cryan@trafficpr.net](mailto:cryan@trafficpr.net)  
4209 N Bernard St, Chicago IL 60618



Traffic PR & Marketing is a full-service, boutique marketing firm, specializing in the hospitality, lifestyle, and entertainment industries. With a focus on media planning and public relations, we offer personal attention and specific programming based upon our clients' needs. The consistent execution of each individual marketing plan produces Image: Divine Vodkatargeted media placements and ultimately, positive results for our clients. In short, we drive traffic to your special event or venue!

Traffic is your media liaison and brand manager. Our media campaigns include pitches to TV, radio, print and online outlets. We also concentrate on fostering partnerships with media as sponsors for special events, creating quality brand awareness and added value for the client. Whether it's a unique restaurant concept or a one-of-a-kind festival, we make sure that your exceptional idea generates the exposure it deserves.

## Services

*Drafting of press releases:* Our years of expertise allow us to effectively convey your message to the desired media.

*Distribution of press releases to local and national media outlets:* We have built strong professional relationships with quality media contacts. In other words, we know the right people in the right places.

*Media relations:* We interface with media on behalf of our clients, everything from pitching story ideas to hosting them at our events.

*Media placements:* One of our highest priorities is optimizing our clients' newsworthy projects. We do this by securing prime placements with various media outlets.

*Media research:* When entering new markets, we scout out the local media to determine where our clients' message can be expressed efficiently.

*Niche marketing:* Before beginning any campaign, extensive research is conducted to determine which demographics our client should target and which of our marketing tools can be applied most effectively.

*Media buying & advertising schedules:* Tap into our years of relationships and experience in strategizing, purchasing and executing your advertising plan. Spending less for bigger exposure and higher frequency is the result.

*Talent booking:* Live music and theater, circus performers and DJs, we've booked talent in all genres from national acts like Prince and Blue Man Group to quality local entertainment and theater groups.

*Special event planning & production:* Whether it's 100 or 100,000 people, we specialize in tailoring events and promotions to drive traffic to your venue, market your brand and help you create successful events.

*Sponsorship:* Connecting brands with venues or experiential events is an integral part of modern marketing. We help you develop strategic partnerships to integrate media, brands and exciting venues.

*Graphic design assistance:* Let us help you communicate your message to the world through creative campaigns for logo design, web sites, print ads, radio and TV spots.

## Clients

Divine Vodka, Parlor, Flat Top Grill, Round Barn Winery, Patty Burger, Pennellwood Resort, evilOlive, Junior's Bar & Grill, Four, Cans Bar n Canteen, Salud Tequila Lounge, Ravenswood Event Services, Chi-Town Stabil Kruze.

*Traffic is owned and operated by Colleen Ryan and Tom Neubauer.  
The firm has offices in Chicago and Southwest Michigan.*