

TUNHEIM

As an industry-recognized, award-winning public relations and public affairs firm, Tunheim leverages communications and delivery platforms to help clients navigate complex situations. We take on our clients' challenges as our own and customize efforts to deliver results.



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CAMPAIGN SERVICES:

Tunheim has built comprehensive, integrated campaigns for our clients' issues since 1990. Our team has experience with local, statewide and regional campaigns.



OUR CORE COMPETENCIES INCLUDE:

- Creating and executing integrated communications campaigns, including external communications and engagement, content development, digital and social marketing, media relations and internal communications.
- Developing insights derived from research to inform strategies that drive awareness and engagement, increase buzz and change behavior.
- Creative services for web, video production, radio and out-of-home content.



TUNHEIM ADVANTAGES:

- 30 years of experience developing and executing communications, public relations, public affairs and publicity campaigns for complex organizations.
- Strategic approach using key data and insights to build integrated campaigns to generate publicity and change behavior.
- Deep experience leveraging media relations, influencers and social media to create awareness and engagement.



KEY POINTS OF DIFFERENTIATION:

- Full service public relations, public affairs, marketing, consulting and digital content development and execution.
- Small business with national flexibility and scalability through a vetted network of over 1,600 global communication professionals.
- Track record of award-winning work.



Tunheim Acquisition, Inc. DBA Tunheim Partners

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Services and OLM

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Accepts Credit Cards

NAICS Codes:

541820: Public Relations

541611: Administrative Management &
Gen. Management Consulting

541613: Marketing Consulting Services

541618: Other Mgt. Consulting Services

561499: All Other Business Support
Services

PAST WORK

City of St. Paul

- Branding and publicity for program launch

Hennepin County Health and Human Services

- Community outreach and education

Dakota County Public Health

- Pollution health campaign

Medtronic Global Heroes

- National Media Relations

MANOVA Global Health Summit

- Media relations, digital content, & event planning

Contact us to learn more or see additional examples.



PUBLIC RELATIONS CAMPAIGN SERVICES



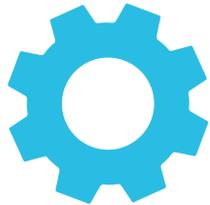
Research:

- Focus groups
- Polling, public opinion research
- Secondary research
- Insight development



Strategy and Plan Development:

- Stakeholder & audience segmentation
- Comprehensive planning including strategy, tactical details, timing and budget management



Execution:

- Media relations
- Crisis communications
- Public Affairs and campaigns
- Creative and content development
- Digital and social strategy and engagement
- Digital advocacy
- Internal communications



Measurement:

- Establishing measurable goals /KPIs
- Ongoing tracking and modifications to strategy/execution

RECENT CASE STUDIES AND REFERENCES

CARGILL PROTEIN NORTH AMERICA

Agency of Record for Cargill Protein - North America

Tunheim has been the agency of record for Cargill Protein North America for more than two years. Throughout that time, Tunheim has helped transform how Cargill Protein communicates with their most important stakeholders. Tunheim's work is focused on evolving and updating processes for communicating – helping to create consistency across departments and brands and developing a cadence for how and what they communicate – ensuring the right messages reach the right audiences every time.



Results:

- Established a comprehensive marketing communications calendar
- Provided onsite support for more two years to support internal communications
- Launched numerous new products to trade and consumer media, including Honeysuckle White and Shady Brook Farms Turkey Dippers, McCormick Marinated Turkey Tenderloins, Salt & Sear beef, TGIFridays beef patties, and more
- Provided event planning and communication strategy for HQ grand opening and plant openings and celebrations
- Developed strategy, communication plans and media materials for numerous announcements
- Led media training for 15 Cargill Protein executives
- Provided trade show support and media coordination for multiple industry tradeshows

MINNESOTA STATE CAPITOL GRAND REOPENING

Capitol Reopening Event Support and Publicity

Following four years of construction and \$310M of investment, the first comprehensive preservation the Minnesota State Capitol was complete. To celebrate this milestone, Tunheim planned and executed a grand reopening over the course of three days through a wide variety of traditional and nontraditional events intended to be inclusive of all Minnesotans. Tunheim developed the vision, planned the strategy and executed the event logistics, including a ribbon cutting ceremony, expanded tours, a concert featuring Minnesota artists and celebratory fireworks. In addition, Tunheim managed the publicity surrounding the reopening to drive interest in the events and build the story of the Minnesota State Capitol. Results were:



- More than 50,000 people visited the Capitol during the three-day period (more than ever before)
- Comprehensive and outstanding coverage from statewide media outlets, including TV and print

MINNESOTA PUBLIC RADIO

Brand and Digital Campaign

To seed the ground for a capital campaign, Tunheim developed a brand image campaign for MPR that was designed to capture and share moments that established MPR as a trusted and beloved resource that strengthens the state and brings Minnesotans together. The campaign was primarily digital with a heavy emphasis on brand storytelling. The campaign:



- Had more than 10M impressions
- Had a reach of more than 2.6M
- Generated more than 50,000 engagements



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TUNHEIM
CLIENTS

