



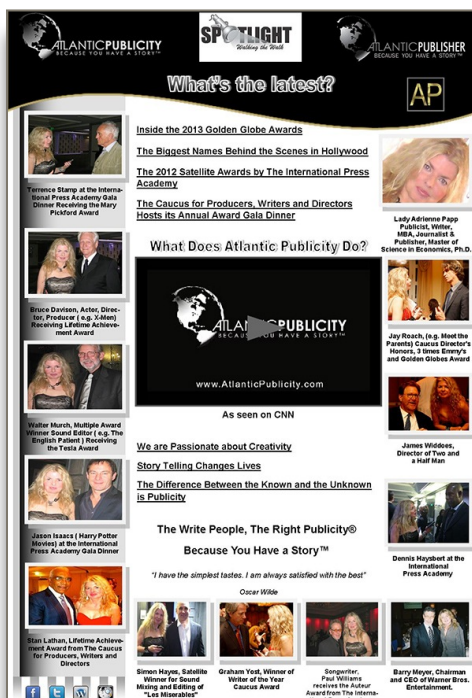
## **Why is Atlantic Publicity Number 1**

When you want to set yourself apart from everyone else, we can make it happen. Our International team creates widespread industry recognition through building a high profile image by publishing your unique story in key multi-media outlets. We create a direct rapport with your audience. The clients of **Atlantic Publicity** have been recognized in their individual fields through our dedicated personal service and story telling, which combines sophistication, media awareness, and a touch of celebrity.

## **What does Atlantic Publicity do?**

**Atlantic Publicity** is about story telling, legacy building, market penetration by beating the competition through what we call “the secret of the trade.” We enjoy no competition because we are the following individual professions all in one.

- ▶ Journalism
- ▶ Marketing
- ▶ Advertising
- ▶ Publicity
- ▶ Economics
- ▶ Brand Recognition
- ▶ Brand Differentiation
- ▶ Story Telling



### **What's The Latest?**

An entrepreneur or a large corporation would need to literally work with 5-7 companies to combine these very different professions. A publicist usually do not write articles and interview herself/himself, but rather “hires” a journalist for outreach. A marketing company does not do advertising. Brand recognition in todays social media frenzy is a very different ball game from just a few years ago.

An advertising company cannot and will not do marketing. These are two very separate areas and completely different professions. See our pass code protected marketing and advertising plans that has been conceived at and for UCLA on these pages: <http://atlanticunitedpublicity.com/servicesatlanticunited.htm>  
***just ask for the passcode.***

- ▶ Advertising Plans
- ▶ Marketing Plans
- ▶ Marketing Materials

A Publicity company has no relationship with Marketing and Advertising and none of these separate fields and professions include an economist who knows the global trend and how to prevail in a stagnant or thriving economy. For brand recognition one needs to hire a large agency who nevertheless has no media power and is just a marketing company that may hire an advertising firm, thus pushing the price sky high.

PR companies come to Atlantic Publicity because they have no media power either. They look to us to create coverage and media placement for them. PR releases are deadly to a new business. Anything that is a PR release is pure sales and openly is selling something that you do not know the credibility about until there is an actual editorial. PR companies can only do PR releases, which is the number one most damaging output there is. When I was Editor in Chief, Profile editor or Feature Editor, I received hundreds of PR releases a day, which all went to trash automatically. Pr companies have no

media power. People frequently if not always, confuse a PR firm with a Publicity company and vice versa. Publicity does NOT do PR and PR cannot do Publicity. Another misconception is that only movie stars have publicists. The word "publicist" has a connotation to it in Hollywood as the publicist the stars. The Webster Dictionary defines publicist as the following: "A publicist is a person who puts written information into public circulation."

Story telling, THAT IS IF IT IS WELL WRITTEN, is crucial to create a relationship with your audience. In school children are being taught about anything by association to a story. Our brain remembers a new concept, product or idea by a story. Possibly a touching human element in it that people would be inspired by. Bill Gates became famous because there was a very human story about him, starting his business in a garage.



Our mission at Atlantic Publicity is to bring people out of the unknown into the known and make them famous. Increase revenue and let the public know about their stories. A story is very, very important because that is what people relate to the most and remember. As mentioned above people related to the human condition and heartfelt stories.

We usually combine the following: Airline Radio ( Delta, US Airways, American Airlines, etc... ) CNN Airport Network, CNN Cable TV, other Cable TV channels and specific magazines. Plus, we write full feature journalistic articles, a true stories that are life changing more often than not. All of the above then gets syndicated ( sent out) to over 150,000 media outlets nationwide along with 25,000 entertainment executives and celebrities.

You can see about our exclusive Airline Radio Interviews: [www.AtlanticAltitude.com](http://www.AtlanticAltitude.com)  
CNN: [www.AltitudePacific.com](http://www.AltitudePacific.com) Cable Channels and specific magazines:  
[www.AltitudeAtlanticPacific.com](http://www.AltitudeAtlanticPacific.com) coupled with some on this page: <http://atlanticpublicity.biz/mediakits.htm> Regarding our full length stories and feature articles please visit:  
<http://atlanticunitedpublicity.com/Articles.htm>

Regarding the CEO and President of Atlantic Publicity see: [LinkedIn](#), or [IMDb](#), Or, google Adrienne Papp and / or Atlantic Publicity and you can find more than 7.7 million hits. All of our articles become google news, which is impossible to achieve unless someone has written literally thousands of pieces. That is why PR companies cannot achieve real exposure, they do not have media power. Our CEO, Adrienne Papp, have been editor in Chief, or Profile Editor/Feature Editor of over 15 news magazines. Being in google news today equals with being on the cover of a magazine when they were still in print.

We are passionate about creativity and creating a legacy, changing a life! We have the simplest tastes: we are always satisfied with the best!

Without publicity a horrible thing happens: **Nothing!**

See you around the World!

