

Marketing Communications Services Now Available

The Juniper Group, Inc. recently joined NASA as a preferred supplier, offering marketing communications expertise including advertising, copy writing, and employee communications within member companies, including all suppliers.

The firm specializes in marketing communications within the metals sector specifically working with NASA suppliers SSAB and TMK IPSCO. The firm has also worked with Outokumpu and its predecessor companies since 1997.

“Working with carbon and stainless producers has given us experience in reaching metals distributors as well as a diverse range of end-users,” explained June Kirchgatter, President. “We look forward to applying our skills and talents to the needs of NASA and its member companies,” she added.

NASA secured the services of The Juniper Group to provide marketing communications services to the cooperative in conjunction with its 2017 strategy. “Our initial assignment for NASA was to create a communications plan for 2017. We are now starting to implement key tactics within the plan including a quarterly e-newsletter to members,” noted Kirchgatter.

The firm’s services include strategic planning, writing, design, photography, and new media. Deliverables include the following:

- Communications plans
- Logo development and identity materials
- Newsletters
- Print and on-line advertising
- Public relations
- Brochures/sell sheets
- Web sites
- Tradeshows

The Juniper Group is based in Detroit, with team members in Chicago and Los Angeles to serve clients around the country.

NASA member companies in need of marketing communications services are invited to contact June Kirchgatter to discuss your specific needs.

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