

Cason Kirkpatrick

Prof. Bergman

Public Relations

April 4th, 2016

Media Kit



Pictures

- Multiple pages, 1080p quality
 - Highlights from events, track days, customer cars, operations
 - Photos of services, packages, and cars they have previously built
 - Photo descriptions
 - Located as cursor moves over the photos
 - Also attached at the bottom of the photos in a PDF. File
- Perception of a high quality, well maintained, clean and professional performance shop

Videos

- Single page of both links (at bottom) and posted recent videos, 4k and 1080p
 - Highlights from events
 - Customer interviews, customer pickups
 - Package installations, normal operations
 - Interviews with managers, owners, shop hands, builders/fabricators and pleased customers in front of their cars.
- Perception of high quality, fun loving, and pleased customers. "The LifeStyle of AMS"

Frequently asked questions

- 2 pages, PDF file
 - Display common questions found on different platforms and outlets
 - Website, Social Media: Facebook, Twitter, Instagram
 - Answers in a concise, simple, well explained format
 - Clear and easy to read

- Should convey a knowledgeable staff and well maintained media collection/coordination

Mission/Values

- 1 page, PDF file
 - Displays what can be found on front page of website and at the building
 - Mission statement and customer satisfaction commitment
 - Shows how AMS is a caring and helpful company
 - Should have multiple views from each department
 - “Fabrication – Dedicated to bringing the highest quality of work to your demands from the top rated techs”
- Perception = Ethical and well balanced company with customer satisfactions #1 and intentions to better the customer and benefit the company

Histry

- Several pages (very long history), Interactive File
 - Have the ability to scroll down, displaying the multiple different areas and years that correspond from the opening day to current times.
 - Should include photos and brief descriptions of each date and event.
 - Should be easy and simple to use
 - Highest quality of images and short, well written paragraphs
- Perception of a well-maintained company that has been growing over the years, developing a strong, well rounded sophisticated company.

News Letter

- Multiple pages, PDF file
 - Highlights recent news from the company
 - Articles attached, posts, publications
 - Articles and news developed from other medias and firms about AMS, their products, and their achievements.
 - Updated as soon as other news is generated
- Perception of a company that has good and bad news to display what has done well, shows their mistakes and how they have improved and moved from them.

Annual Report

- 1 page, PDF file
 - Outline of company sales for this quart and the past
 - Displaying of prices in both AMS and competition
 - Display multiple forms of accounting sheets, pertaining to sales, profit, loss, and margins

- Any graphs such as growth rate and sales that apply
- Perception of a well balanced and growing company that has room to advance into the future with profit and eliminating losses.

Contact Information Sheet

- 1 page
 - Display photo or link to Google maps
 - Have turn-by-turn directs set up from the customers current location.
 - Have address available for copy as well
 - Display Phone Number and Fax Number
 - Display any emails or other social media platforms for future contact

The above selections were made because AMS currently does not have a specific media room page. They do offer some of the areas listed above on separate tabs or in other locations but not in one easily accessible place. With the addition of this media room page, all company information, photos, and contacts are accessible all in one spot so that reporters or those seeking additional information can find it quickly and easily.