

KAMELEON PUBLICITY

Service Offerings



We look forward to working with you.



Thank You



Who We Are

Public relations is human nature to us and building community is what we do. Kameleon Publicity brings a full-service strategic window of exposure to our brand clients.

We follow a deeply engaging approach to become a continuous extension of our client's teams, with leaders actively committed to the business 24/7.



Founder's Message

I've always considered myself a career woman of one main principle: being community first.

Nothing makes me happier than watching people succeed. It's not easy putting yourself out there and trying to do something on your own. This is why I am so passionate about keeping the charm of our towns.

To me, the area needed an agency like ours - one that can consistently execute integrated approaches to solve a multitude of communications needs while still maintaining the vision of the community.

Here at Kameleon Publicity, we thrive on making an impact. For the past 10 years, we have helped local organizations, governments, and businesses create their brand presence and achieve their goals. Our process is designed to empower your brand and outfit your business with the marketing tools needed to succeed. We are here to build your profile. With our analytical approach, we deliver guidance, strategy, and engagement. Our main focus is creating an impact for you and building your success.

Whether this is your first time hearing about Kameleon Publicity, or you have been with us since the beginning, I want to thank you for believing in us. Thank you from the bottom of my heart for believing in our mission to empower success through the community.

Kami Naraghi Evans

Founder and CEO





Our Services

Our objective is always to support our client's success. We accomplish this through community engagement and impact, online and via local media outlets.

We have successfully worked over the years in creating digital engagement, growing brand awareness, boosting social followings, and sharing stories. Recently, we just received our certificate in Diversity and Inclusion. This allows you as the client to build success in your community loyalty online while building your brand successfully.

Vision

Our publics are your publics.

Strategy

- Focus on postings and leaning into the authentic ingenuity of your business
- Growing social following/community while generating buzz about the new service areas

Pillars of Expertise

Public Relations

Experimental Marketing

Digital Content

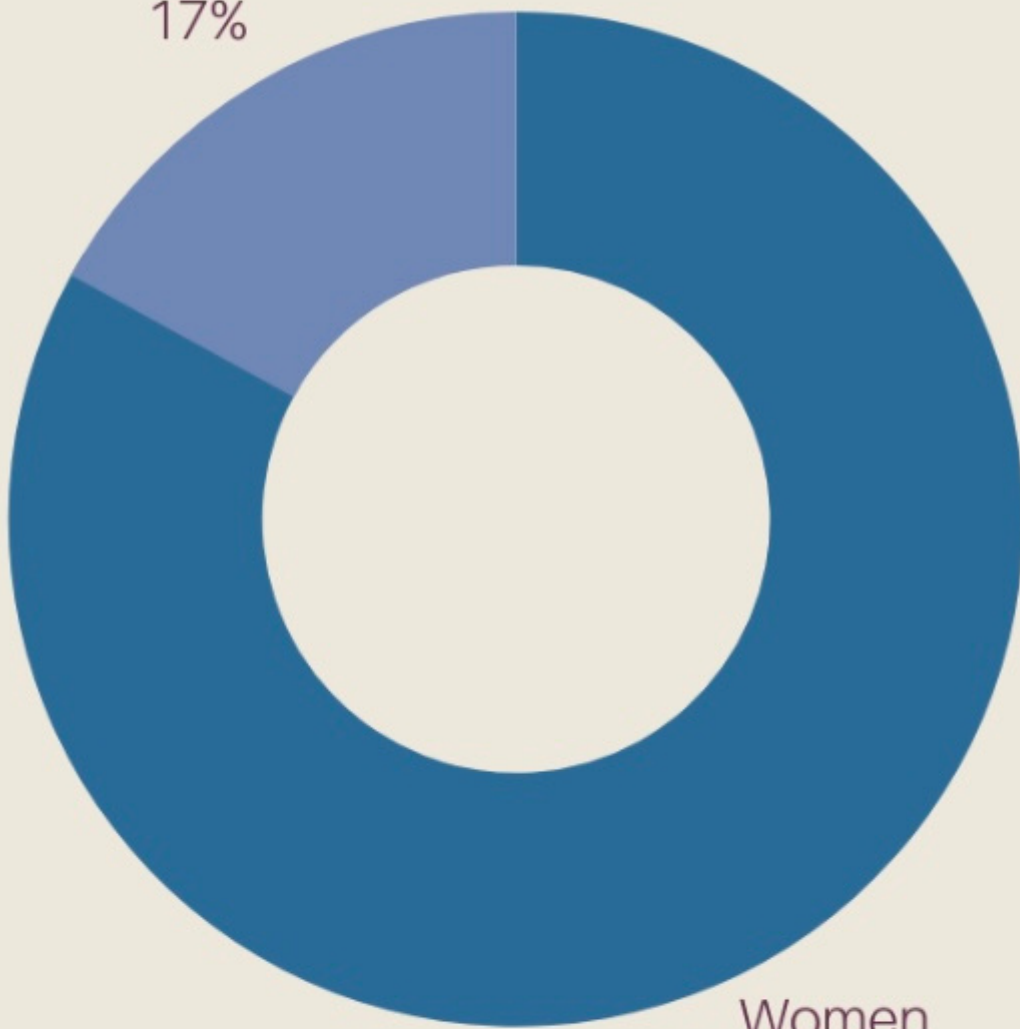
Brand Development



Followers Demographics

Gender

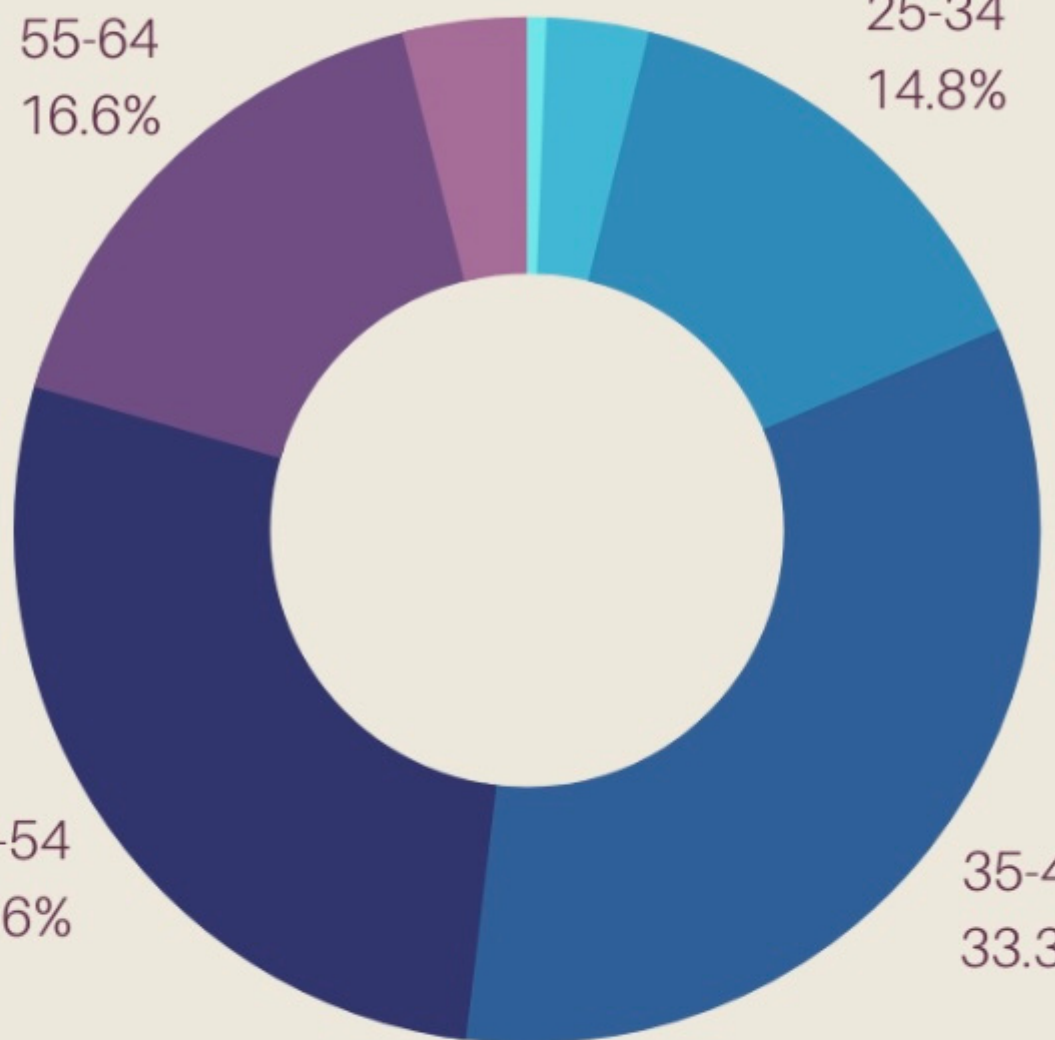
Men
17%



Women
83%

Age

65+ 18-24
3.9% 3.2%



45-54
27.6%

35-44
33.3%

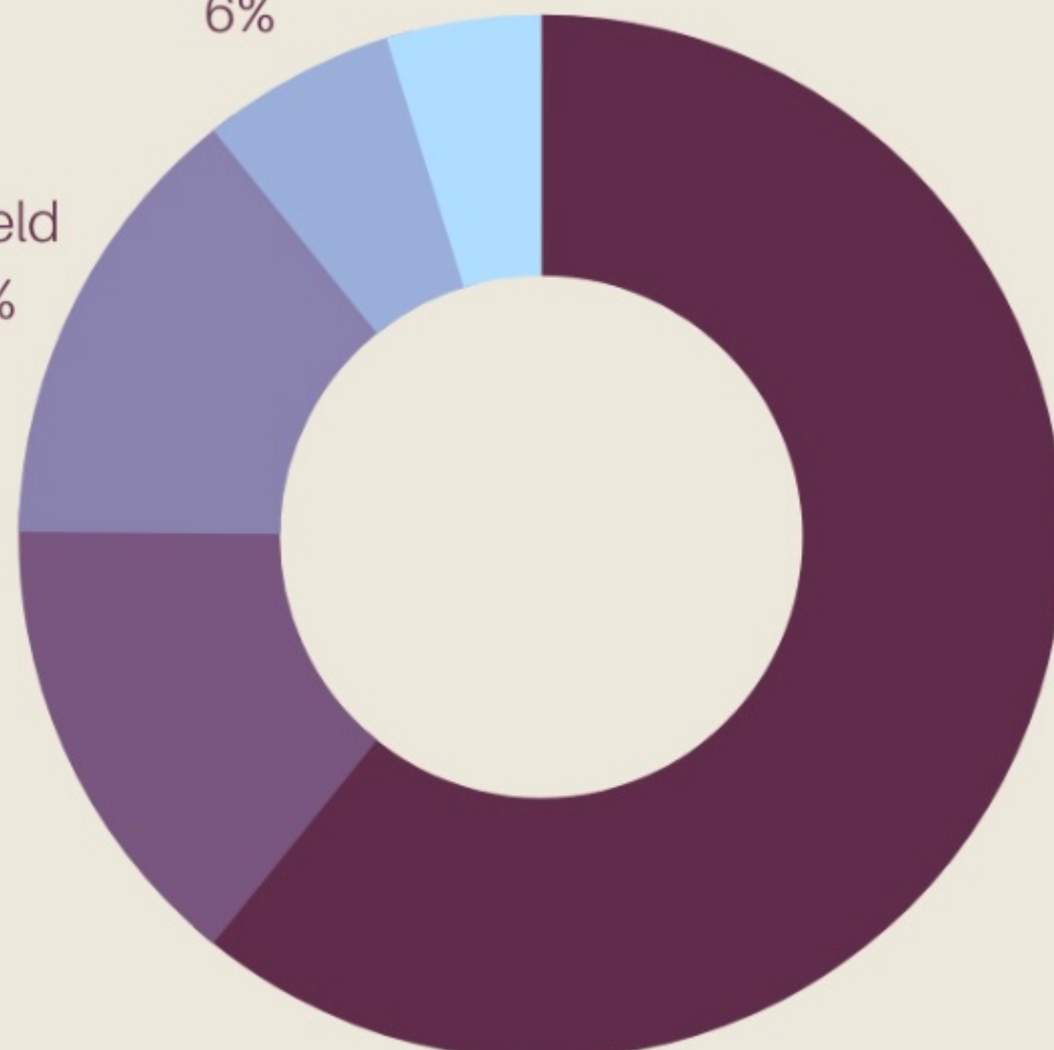
Location

Stamford

Weston 4.8%
6%

Fairfield
14%

Norwalk
14.4%



Westport
60.8%

Public Relations & Publicity

For companies generating \$25M annually and above

- Client engagement and local media outreach
- Community engagement through partnerships with chambers and local non profit activity
- Weekly reporting on social media breakdown with top 3 competitors to be reviewed weekly
- Media engagement and social postings to be shared via platforms that we manage
- Meet once a week for 60 minutes via zoom with your team

Trusted Advisor Consulting

For the small business owner looking to achieve insight and grow their business to \$5M annually



- Share competitive information in your industry via social listening products we own
- Focus on connections and networking within the community for a clients further growth
- Strategize on potential opportunities for clients growth
- Meet weekly for 60 minutes via zoom with you



Weekly Consortium

- Applicants must be nominated or fill out an application to participate
- Businesses must be active for 12 months to participate in the consortium
- Maximum eight businesses in each consortium
- No crossover in industry competition for that particular group
- Objectives to meet on zoom weekly and focus on successes and challenges for each business supporting their further growth
- A day per week will be offered and agreed upon for your membership



Testimonials

"We met Kami recently when we were launching our new organic lifestyle restaurant concept. Overnight she took us from a quiet little launch to an energized, exciting, optimistic place in which people were buzzing and talking about us, even reaching out from friends of friends because they wanted to be a part of the grand opening week!"

Michelle Walrath
Founder - Organic Krush

"Kami is an influencer, she knows all, and all know her...She will connect you with people that can help you, so they can help them with your products. This is a great strength—her mind is constantly working on how to help you and your business. I can't count the number of customers I have gotten directly from her. Her exposure is helping me more than I ever thought possible!"

Natalie Toraty
Owner, Noya Fine Jewelry Store

