

The following article, written about the Frank and Carolyn Kaiser's first consulting assignment in Poland, is from Poland's Business Magazine published by FIRMA 2000 in 1998.

Kaiser Communications Team Teaches "Cutting Edge" Advertising and Marketing Techniques to Polish Companies

Frank and Carolyn Kaiser are experts in the field of marketing, advertising and public relations. The team from Miami, Florida was recruited to assist Polish companies by FIRMA 2000, a business development project funded by the United States Agency for International Development. Their first trip to Poland was "interesting, successful and rewarding," says the couple. Together, they had the opportunity to assist over 30 Polish businesses, through partnerships with three Project FIRMA 2000 Business Support Organizations. Their assignments included one-on-one customized technical assistance as well as workshop-style presentations.

Katarzyna Owczarek from TOTAL Consulting Group in Poznan coordinated a two-day long seminar and workshop for 12 of TOTAL's clients featuring the Kaiser team. The workshop focussed on creating effective advertising, through the use of actual product examples from the participating businesses. Group brainstorming sessions proved effective in uncovering ideas for introducing new products, creating successful media plans and designing creative advertising strategies. TOTAL's clients were excited by the new, "hot" ideas and tips they received from the Kaisers and were anxious to be to implement them in their company's current strategies. "One of the best seminars I've ever attended," remarked an enthusiastic participant.

The Kaiser's combined more than 25 years of experience in advertising and marketing made their partnership with The MARR Regional Development Agency in Mielec a great success. A group of BSO Mielec's key clients gathered for a workshop with the Kaiser team. Again, actual products of the participants were used during brain storming sessions, where the Kaisers provided the group with innovative ideas and examples of new media concepts.

Polish consultant and Vice President of MARR, Ireneusz Drzewiecki continued his partnership with the Kaisers who then provided 3 days of one-on-one technical assistance to Grafmarr Graphic Arts. The Kaisers reviewed and provided suggestions for improving the company's organizational structure, promotional materials and existing marketing strategy. Further, they focussed on working with employees on the development of new, creative and bold advertising concepts for their clients.

The final assignment took the Kaisers to the city of Walbrzych. Consultant Piotr Nastawski from the Walbrzych Regional Agency for Reconstructing worked with the Kaisers on assignment with Mirwal-Art Marketing Agency. Their extensive experience

in creative development, copywriting and editing as well as creative agency management allowed them to provide assistance to Mirwal-Art regarding all aspects of their business. One focus of the assignment was to transfer the Kaiser's successful methods for generating fresh and entertaining creative ideas to Mirwal-Art staff.

The Kaiser team presented an abundance of new and creative techniques to the clients of TOTAL Consulting Group in Poznan, MARR Mielec and the Walbrzych Regional Agency for Reconstructing.

The recipient of numerous US awards for creative excellence, Frank Kaiser employs "cutting edge" advertising and marketing techniques. He has created successful advertising, media, public relations and marketing plans for many large, US based companies.

Additionally, his work in print, broadcast and direct mail advertising for both consumer and business-to-business products has earned him a solid reputation in the advertising business. Carolyn Kaiser has more than 10 years of experience in promotion and advertising. Her professional positions have included both creative and client service roles within the advertising and media business, providing her with a unique perspective and a wealth of industry knowledge.

#