

## Milestones

We've been busy these past five years! Here's a look at some of the success stories we've helped engineer:

- 2010 client roster includes: South Carolina Parks, Recreation and Tourism (SCPRT); The Sustainability Institute of South Carolina; Charleston Regional Development Alliance, Folbot, Bulldog Tours, Verizon Wireless, Freshfields Village at Kiawah and more
- Folbot featured in Wall Street Journal for small business' successful use of social media (print and online)
- Dear John Charleston film premiere for Carolina Autism a success - \$250 tickets sold out, 2.9 million media impressions and 3.2 million Twitter impressions
- Bulldog Tours' local awareness campaign yields selection as "Best Tour Company" by readers of Charleston City Paper
- Social media campaign for three Cupcake stores increases sales by 8% over best year (2008) in first three months of campaign
- South Carolina Association of Tourism Regions launches successful summer travel program for drive-market audience
- "Best in Show" award from SCPRSA for Lowcountry AIDS Services Reputation Management campaign
- 2008 SCPRSA Mercury Awards for work with Folbot and Lowcountry AIDS Services
- 77-year-old Folbot (folding kayaks) re-energized with media campaign yielding coverage in Vanity Fair, Town and Country, Popular Mechanics, Outside Magazine, Sea Kayaker, Canoe & Kayak, health.com, thebachelorguy.com, Forbes.com, gearpatrol.com and more
- Trust for Public Land media/community outreach program culminates in successful adoption of Morris Island for public use
- Lowcountry AIDS Services successfully meets \$1 million capital goal 3 months early; credits rebranding effort and triples annual testing goal as result of campaign
- Inaugural Chazfest featured as best festival of the week by Wall Street Journal
- Sofa Super Store defense attorneys harness Touchpoint as national spokesperson in aftermath of tragic fire
- Clemson Restoration Institute moves to Charleston; taps Touchpoint to create community/media relations program
- Wheel of Fortune debuts Tristan restaurant barbeque sauce for global audience of 100 million weekly viewers
- Centers for Disease Control grant funds successful PR campaign to take Charleston (workplaces) smokefree and many other cities in South Carolina follow Charleston's model