



Brad Ritter Communications

Experts at Helping Chain Restaurants Tell Their Stories.

Firm Overview

From supporting franchise sales and local marketing efforts, to crisis planning and management, the Brad Ritter Communications team has more than a dozen years of experience helping chain restaurants grow. Sizzler,* Max & Erma's, Denny's, Damon's Grill, McDonald's, Rooster's, Raising Cane's, Quaker Steak & Lube and Harrah's are among the chains and hospitality companies that have turned to us for either ongoing support, special projects or coaching and training.

In today's hyper-competitive restaurant world, you need a communications partner who knows how to get the job done. As specialists in chain restaurant public relations, we have deep contacts within the restaurant industry's influential media outlets. Editors at such publications as *Nation's Restaurant News*, *R&I*, *Chain Leader*, *Restaurant Business*, *Restaurant Hospitality* and *Franchise Times* know us as the "go to" people for news and information about our clients, which is why they are covered so extensively.

In addition to raising our clients' profiles, we help them avoid and manage crises, and we help them build buzz in their local communities.

A boutique consultancy with offices in Columbus, Ohio, and Los Angeles, California, Brad Ritter Communications' team is comprised exclusively of senior-level consultants, all of whom have extensive experience with local, regional and national brands.

Services

- Strategic planning
- Trade media publicity
- Local media publicity
- Media interview training
- Print and electronic sales collateral and presentation development
- Web development and management
- Trade show support
- Crisis planning
- Crisis management

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