
ASPIRE'S COMMITMENT TO INFUSE CREATIVE, IMPACTFUL AND MEASURABLE SOLUTIONS INTO EACH PROJECT IS EVIDENT IN ITS WORK. NOT ONLY IS THE BOUTIQUE FIRM FOCUSED ON DEVISING SOLUTIONS FOR COMPLEX COMMUNICATIONS CHALLENGES, BUT WE ALSO ENJOY OBTAINING QUALITY STORIES FOR OUR CLIENTS AND INCREASING BRAND AWARENESS.



**SERVICEMASTER
RECOVERY
MANAGEMENT
AND RESTORE**


Program Objective:

Provide support for ServiceMaster Recovery Management, the large-scale catastrophic disaster restoration unit of the ServiceMaster Company. ASPIRE was responsible for media relations that built awareness and credibility in the commercial marketplace. In addition to media outreach, the team drafted press releases, messaging and case studies.

In April 2013, ASPIRE was integral in the launch of ServiceMaster Clean's new residential cleaning brand, ServiceMaster Restore.

Results:

- Conducted media outreach for ServiceMaster Recovery Management's efforts in Thailand, Canada and the United States.
- Assisted with media relations for ServiceMaster Restore's flood house, PLRB Claims Conference, the RIMS annual convention, hurricane season awareness, and more.
- ServiceMaster Recovery Management or Restore appeared in *Restoration and Remediation* magazine, *Columbus Ledger-Enquirer*, *AJC.com*, *Claims Journal*, *Memphis Business Journal*, *WRNJ* and more, resulting in more than **250 million media impressions**.



CALL 704.361.5230 AND SEE
HOW ASPIRE CAN HELP YOU
SPARK AN IMPRESSION!
