



PRESIDENTIAL CAMPAIGN POLITICS



Nowhere is Group Inc’s ability to implement complex communications concepts more rigorously tested and proven than in the political arena - whether we’re producing a presidential campaign launch or a high-profile government summit. We’re regularly called upon to manage such projects - for the simple reason that we have shown again and again that we can not only survive but excel in this pressure-filled environment, where the workload is demanding, the critics unforgiving and the deadlines immovable.

Our strength lies in our ability to meld the verbal, visual and technological elements of an event by drawing on a full-range of skills and talent and using the latest applications of new media products. In short - because we have to - we know how to get it right the first time.

Since 1998, the Democratic Party, primary candidates and Democratic nominees have called on Group Incorporated to implement a variety of important communications projects - from the first primary debate to celebrity concerts, “rapid-response” issue spots and the Election Night gatherings.