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Press Release

## THEHUCKGROUP Announces New Division to Focus on Politics and Fundraising

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BusinessWire - THEHUCKGROUP ([www.THEHUCKGROUP.com](http://www.THEHUCKGROUP.com)), a firm specializing in the power of Visually Persuasive Storytelling(TM), and the secret weapon in many high-profile trials, today announced that the firm has created two new divisions dedicated to working with politicians and fundraisers who want to persuade people quickly to get behind an idea or movement.

"Successful visual stories should deliver credible data to your specific audience. Doing so not only helps your audience retain the information you want to convey, it also helps your audience's ability to relate to the information. We feel our persuasive communications process is perfect for politicians and those looking to raise funds for a charity or idea, so we created a dedicated division to address this growth area," said the CEO of THEHUCKGROUP, Juliet Huck. "Our new divisions are dedicated to these verticals because it is so imperative that people feel that politicians are credible and that fundraisers' causes have true merit."

Communicating persuasively for politicians is crucial because most people do not completely understand the issues at hand. THEHUCKGROUP's new division is designed to approach communications differently by researching the audience demographic and creating visual messages that clearly state an end result. Being persuasive with this audience means demonstrating complete integrity and respect for the audience one is trying to reach as well as approaching this group from a factual information standpoint. It is also imperative to understand the importance of how visual information cuts across bi-lingual boundaries we face in our society today.

THEHUCKGROUP announces this news after celebrating their tenth year in business. With offices in both Chicago and Los Angeles, the firm has lent their expertise to several high-profile cases and projects. In addition, THEHUCKGROUP works with its clients to be persuasive visual messengers, recognizing that people comprehend and retain visual information more effectively than verbal information.

### About THEHUCKGROUP

Founded in 1999 by Juliet Huck with a focus on Visually Persuasive Storytelling(TM), Ms. Huck has trademarked this description and has built a thriving brand upon this concept. Listed on Entrepreneur magazine's "Hot List- best businesses, markets, trends and ideas" in 2006, the company has since grown and expanded their expertise to include such fields as Energy, Environmental/Geological, Information & Technology, Finance/Business Accounting, Medical/Pharmaceutical, Government/Politics, Corporate Branding, Legal and more. The company maintains offices in both Los Angeles and Chicago. Additional information can be found at [www.THEHUCKGROUP.com](http://www.THEHUCKGROUP.com).

SOURCE: THEHUCKGROUP

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