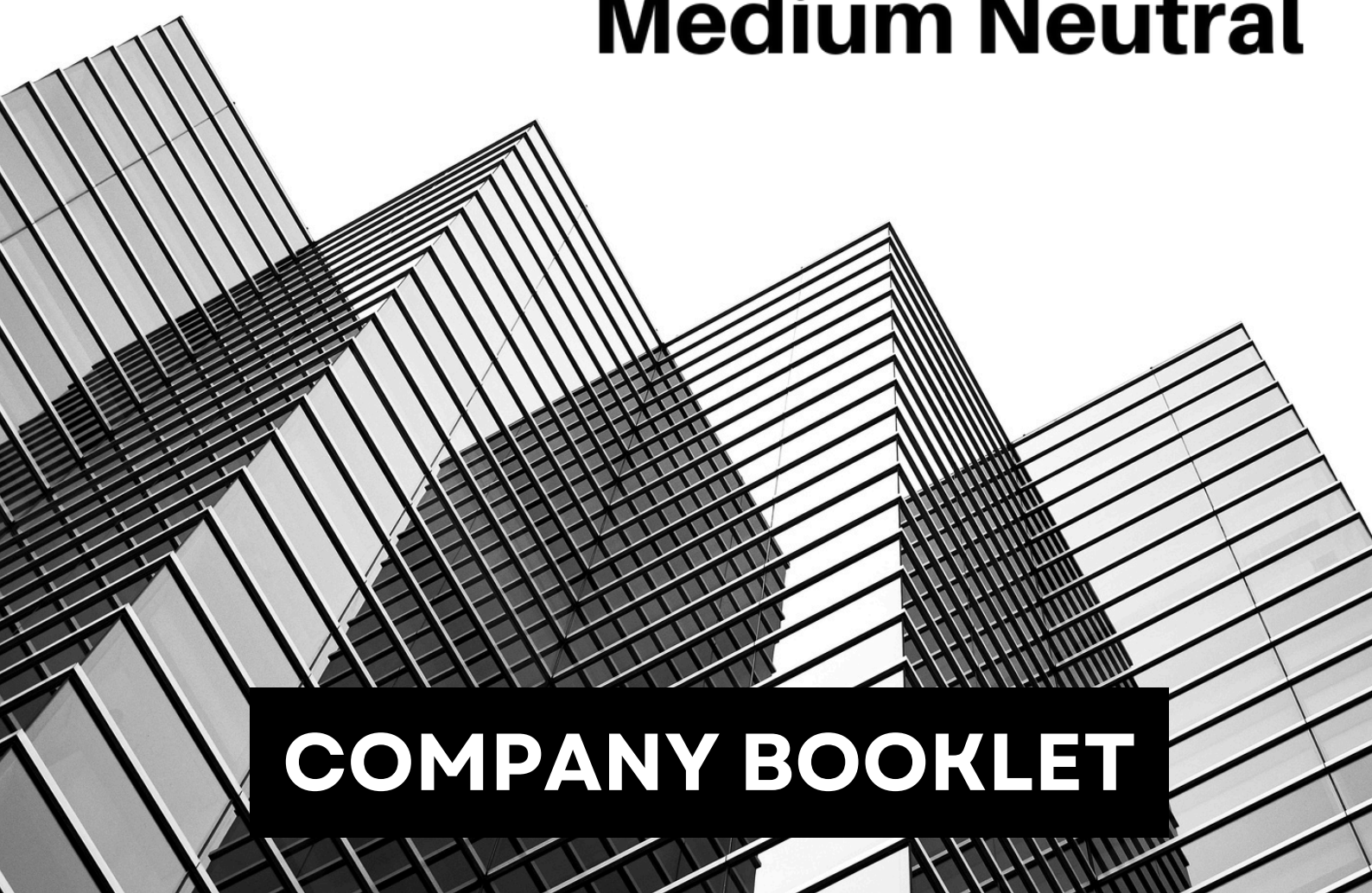




Medium Neutral

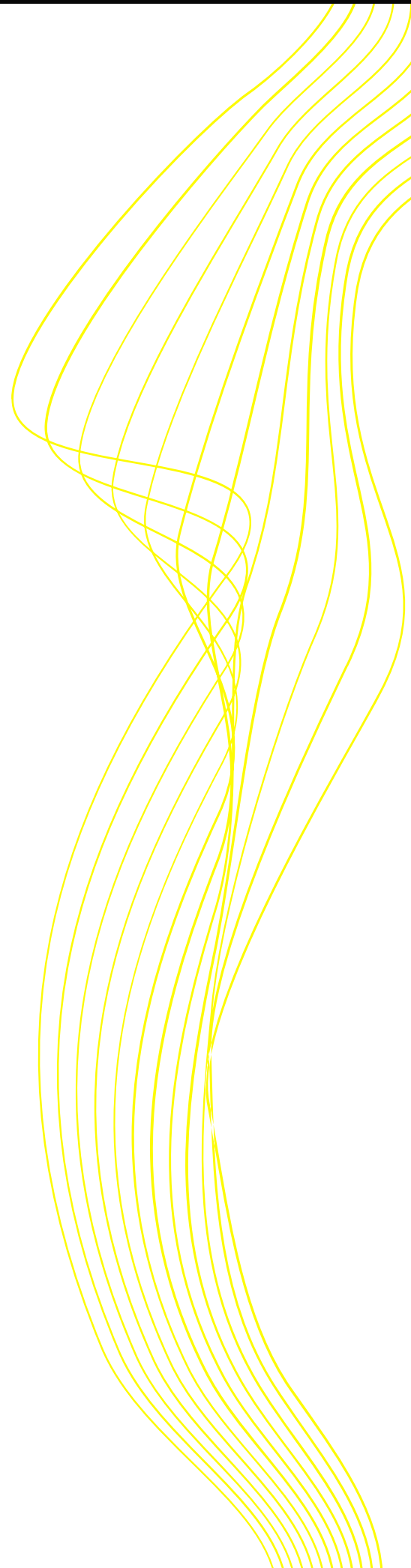


COMPANY BOOKLET

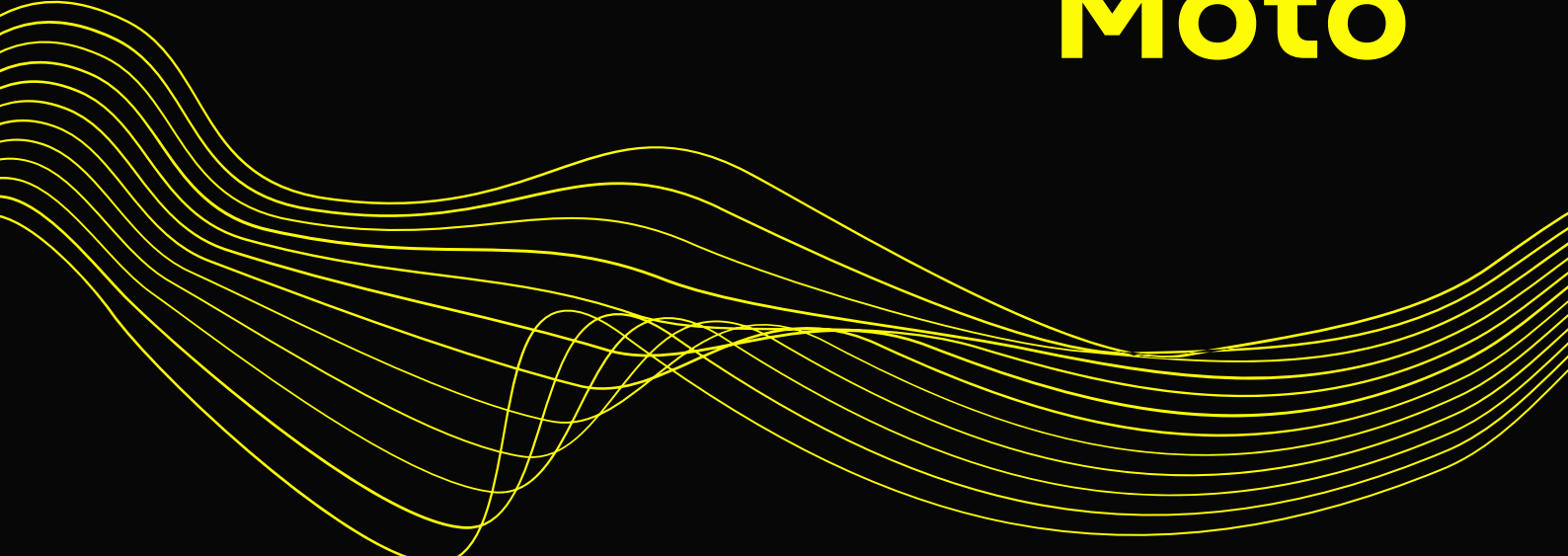


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Moto

A series of approximately 15 thin, yellow, wavy lines that flow across the top of the page, creating a sense of movement and rhythm.

“Resolute and
focused, advance
with purpose—speak
with prudence,
choose wisely, and
achieve with grace.”



Solutions

Medium Neutral is a Consumer PR firm serving intensive, selective, and exclusive clients since 2024. Every solution is tailored with commitment to each client's objectives, ensuring that there is no conflict of interest whatsoever in our activities. In fact, the opposite is true—Medium Neutral believes that great connections are mutually beneficial.



High-quality, customised content is crafted to capture the essence of your business with the integrity it deserves. This encompasses everything from polished writing for websites to engaging publications, thoughtful tenders, and standout marketing materials. Every message goes beyond simply addressing your unique requirements. They are structured with attention to text formatting and images, created to resonate with your branding, incorporate organic SEO, and include industry research and trends.



We offer a comprehensive suite of services designed to enhance your business communication with relevant facts, not inflated influences. Make informed decisions with objective management reports, ensuring clarity at every step. Our services include Communication Plans aimed at energising your team with thoughtful messages and complimentary items for your network.



Expert communication strengthens internal cohesion and streamlines operations through newsletters, clear policies and procedures, and optimised process designs. External communications are intentionally crafted to enhance your corporate image. Like a virtual assistant, we handle a variety of tasks to improve your efficiency, including addressing public complaints, coordinating emails, and executing collaboration opportunities.



Journey to excellence



Aline Pires

Principal

At Medium Neutral, seasoned communication consistently demonstrates the ability to elevate complex messages through data-driven insights.

Over the course of my career, I have successfully orchestrated multi-faceted initiatives that have garnered significant attention and positive public sentiment for clients across various industries.

Additionally, my extensive experience in customer service has sharpened my interpersonal skills, enabling me to navigate complex client relationships with finesse and empathy.

If I am ever immediately unavailable, I will coordinate with an appropriate professional to ensure this invaluable work is completed for you.

Aline Pires



What makes Medium Neutral different

Unlike traditional PR, which targets mass media, Medium Neutral specialises in customer-centric narratives—enabling meaningful B2C connections rather than simply pursuing broad exposure. This approach equips small businesses with the reputational resilience and eloquence needed to evolve smoothly.



Business Model

Personalised attention is given to each client's unique needs.

An in-depth exploration of the client's industry helps understand their context.

An extensive briefing session, akin to an interview, delves deeply into the client's essence to ensure that the resulting content authentically reflects their voice and objectives.

Tailored content is crafted meticulously.

The draft is shared with the client for review, allowing for any necessary adjustments.

Once approved, the disclosure process is proceeded with.



Vision

To empower communication through clear, effective, and resonant messages that ensure meaning and impact.

Mission

To equip startups, small, and local businesses with high-quality, strategic written content that strengthens their industry presence.

Values

Responsible, proactive problem-solving defines approach. Every project is handled with kindness, productivity, and decisiveness, relying on reliable information and client feedback to guide work. When leading projects, objections are addressed with professionalism, maintaining a courteous and collaborative attitude to drive success for clients.



Medium Neutral

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