



## Sturges Word Communications: The Christenberry Collet Report

### Challenge

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Christenberry Collet & Co., an independent investment banking firm located in Kansas City, Mo., engaged Sturges Word Communications to position the firm as the region's preeminent authority on mergers, acquisitions and other corporate finance matters.

### Strategy and Action

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Sturges Word's research identified a need for a local authority to discuss deals involving KC metro companies in the regional business press. To meet that need, Sturges Word researches and produces an annual report covering all publicly-disclosed deals in the region. This report is distributed to reporters, prospects and clients.

### Results

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As a result of this campaign, Christenberry Collet is now the most oft-cited source in coverage of any merger or acquisition in the KC metro area.

