

# O'Dwyer's Profiles of Multicultural PR Firms



**Flowers Communications Group staff during an informal brainstorming session. Pictured left to right: Tony Balasandiran, Aquinas Davis and Danyeale Davis.**

## CASANOVA PENDRILL IDEA BREEDERS

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**Ingrid Otero-Smart, President and CEO**  
**Elias Weinstock, VP, Executive Creative Director**

Casanova Pendrill was founded in 1984 and throughout the late 1980s and 1990s the agency

grew to become the largest independent Hispanic advertising agency in the U.S. Today, CP is owned by Interpublic Group of Companies and is one of the top Hispanic agencies in the country.

Casanova Pendrill is a team of Hispanic consumer experts and integrated communications specialists who provide insightful, strategic, breakthrough creative solutions, which drive measurable business results for our clients. We believe that great ideas are bred...they don't just appear. They are the result of individual people with their own ideas coming together and generating new and better ideas.

## EQUALS THREE COMMUNICATIONS

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**Eugene M. Faison, Chairman & CEO**

Based in Bethesda, Maryland Equals Three® is an award-winning agency with a 26-year history of developing successful social marketing communications campaigns for government agencies, domestic and international, nonprofits, and private sector clients. As a full-service agency, Equals Three offers research and strategic planning, creative services, advertising, marketing and branding, public relations, social media, grassroots mobilization, partnership building and a specialization in multicultural outreach. Equals Three is one of the leading multicultural partners of Worldwide Partners, Inc. and has extensive international work experience in more than 50 countries around the world. For more information visit equals3.com or call 301/656-3100

## FLOWERS COMMUNICATIONS GROUP

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**Rashada Whitehead, SVP, Managing Director**

Flowers Communications Group (FCG) is an award-winning, multicultural public relations agency based in Chicago, Illinois. Over the past 18 years, FCG has earned a renowned reputation for its work and expertise in the African-American market, and in 2006 successfully launched FCG Latino, its full-service



**Ingrid Otero-Smart, President and CEO of Casanova Pendrill Idea Breeders.**

Hispanic practice. Rooted in the principles of authenticity and innovation, the agency pioneered a new, proprietary marketing approach called Ethnic Fusion, which leverages cultur-



**Eugene M. Faison, Chairman and CEO of Chicago's Equals Three Communications.**

## Profiles of Multicultural PR Firms

al commonalities between African-American and Hispanic consumers, while embracing the cultural nuances, social values and independent mindsets within both markets. FCG is a MBE/WBE, and a member of IPREX, the worldwide corporation of independent public relations firms. For details, visit [www.flowerscomm.com](http://www.flowerscomm.com).

### IMAGES USA MULTICULTURAL MARKETING COMMUNICATIONS

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**Robert "Bob" McNeil, Jr.**,  
*President & CEO*  
**Ricki Fairley-Brown**, *Partner & SVP, Strategy and Planning*  
**John Lockyer**, *Partner & EVP, Finance & Business Management*

IMAGES USA is the Southeast's largest full-service multicultural marketing communications agency. Celebrating 20 years, IMAGES USA offers marketing expertise to clients wanting to reach, motivate and influence African-American, Asian, and Hispanic consumers.



PR news is too  
important to get  
once a day.

That's why we created  
**[odwyerpr.com](http://odwyerpr.com)**

*The #1 site for PR news,  
according to Google.*

Services: Public Relations, Crisis Communications, Market Research, Brand Management, Creative Services, and Media Placement.

The agency's client roster includes Amtrak, Sara Lee, AARP, National Black Arts Festival, International Speedway Corporation, Brown-Forman, LifeLock, Teach for America, and Scientific Games.

The agency currently ranks No. 6 on *Black Enterprise Magazine's* list of Black owned advertising agencies. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at [www.imagesusa.net](http://www.imagesusa.net).

### INTERVIEWING SERVICE OF AMERICA (ISA)

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**Michael Halberstam**, *President*

Founded in 1982, Interviewing Service of America (ISA) had become one of the largest market research data collection and processing firms in the US. To date, we have conducted multicultural and multilingual research projects in 67 languages, worldwide. Industries served include Automotive, CPG, Healthcare, fast food, entertainment, radio and TV advertising, public relations and universities. We are acknowledged as experts in the Asian and Hispanic American communities. ISA has offices around the USA, Canada and India with three telephone centers and two focus group facilities in Los Angeles. We are the co-owners of the Asian American Marketing Report, a one-of-a-kind, ongoing syndicated survey that compares the Chinese, Korean, Vietnamese, Filipino, Indian, Hispanic and African American communities with the general population.

### IW GROUP, INC.

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**Jimmy Lee**, *Vice President*

Founded in 1990, IW Group, Inc. is a marketing and communications firm that specializes in reaching the growing Asian-American community in the U.S. The agency prides itself in the ability to provide timely strategic counsel and deliver quality results for the corporations and organizations it represents. With offices in Los Angeles, San Francisco and New York, IW Group has consistently been ranked among the top U.S. Asian American firms in the U.S. for its creativity and ability to generate success for its clients.

The agency's current clients include: American Airlines, Census 2010, Farmers Insurance, First 5 California, McDonald's, MetLife, Nissan, The California Wellness Foundation and Wal-Mart.

### KANG & LEE

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**Saul Gitlin**, *EVP, Strategic Services, New Business Development*

Kang & Lee is the leader in Asian multicultural marketing, consulting, advertising, and public relations — ranked #1 Asian multicultural agency by *Ad Age* magazine in April 2009. Since the agency's inception in 1985, K&L has worked with a long list of blue-chip clients to build profitable brand relationships within diverse Asian American ethnic segments, including the Chinese, Asian Indian, Filipino, Vietnamese, Korean, and Japanese multicultural markets. K&L offers clients turnkey public relations via in-house teams of experienced PR practitioners and writers who provide a wide range of services including Asian media relations, spokesperson training, community positioning & consulting, crisis management, grassroots "buzz" generation, and event planning, among others. Over the years, K&L's public relations programs have been recognized with prestigious industry awards including *PR Week's* International Plan of the Year, the



**Kelley Chunn**, *Principal of Kelley Chunn & Associates (KCA)*.

PRSA Silver Anvil Award, and the IPRA Golden World Award.

For more details, please visit: [www.kanglee.com](http://www.kanglee.com)

### KELLEY CHUNN & ASSOCIATES

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**Kelley Chunn**, *Principal*

Kelley Chunn & Associates (KCA), a collaborative consultancy, has more than 18 years of experience in providing strategic research, cause marketing and public relations services designed to promote diversity and inclusion in academic, government, for-profit and non-profit institutions and businesses. In 2008, *Boston Women's Business* named KCA one of the Top Ten Public Relations Firms in Greater Boston. KCA's broad range of client partners has included the Gillette Company (now Procter & Gamble), Staples, the City of Boston Empowerment Zone, the National Institutes of Health, WGBH-TV, the Boston Redevelopment Authority, Harvard University, the Dana Farber Cancer Institute and *Working Mother* magazine's international multicultural ini-



**TEN Communications**  
President Karen Park.

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### MOSAICO PUBLIC RELATIONS

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**Juan F. Lezama**, Director  
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**Karina Zafiro**, Account  
Supervisor  
**Marie C. Gonzalez**, Account  
Executive

San Francisco-based Mosaico Public Relations was branded in 2008 after four years as the Latino and Multicultural Division of Fineman PR. Led by Juan F. Lezama, Mosaico prides itself in being a multi-cultural and multi-lingual agency that creates culturally relevant communications while maintaining the consistency of a company's brand across cultures.

Mosaico has worked with clients in several industries including food and beverage, financial, healthcare, and pro-bono. Our high quality work was recognized as the recipient of the Bay Area Silver Anvil 2007 Award for Foster Farms' Latino market program. The division has also worked with *Fortune* 500® company The First American Corporation, as well as other clients such as Sequoia Healthcare District, Xoom Global

Money Transfer, Latino Community Foundation and the Latino Breast Cancer Agency. Mosaico is also proud to have the strategic counsel of Latino Market Expert Celina Rodriguez, a former CNN En Español and KSTS-Telemundo (San Francisco/Oakland/San Jose) anchor with more than 25 years of experience working in the U.S. and Mexico.

### MULTICULTURAL MARKETING RESOURCES, INC.

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**Lisa Skriloff**, President

Multicultural Marketing Resources, Inc. (www.multicultural.com) is a public relations and marketing consulting firm working with corporations, PR firms and the media. We specialize in promoting multicultural marketing and diversity news to the mainstream media and general news to the ethnic press. Our clients include the nation's leading experts in marketing to Hispanic, Asian American, African American, and other multicultural consumers as well as minority- and women-owned businesses. We also work with general market public relations firms in support of their b2c news. Lisa Skriloff, previously a Marketing Director at the *New York Times* and Editor/Account rep with Caballero Spanish Radio, founded the company in 1994.

MMR publishes *Multicultural Marketing News*, our free newsletter by email, (from MMRNews@multicultural.com) an award-winning, newsletter that provides executives with resources for targeting ethnic consumers and journalists with story ideas and contacts. Our annual directory, *The Source Book of Multicultural Experts*, lists companies owned by or with expertise in marketing to cultural and niche markets, including Hispanic, Asian American, African American, women, people with disabilities and GLBT consumers. The Multicultural Marketing Resources Knowledge Center, serves as a consultant resource for professionals in the industry.

Multicultural Travel News (e-news) and Multicultural Speakers Showcase are the newest MMR Launches.

Through the newsletter and directory we help companies gain visibility among executives at corporations who oversee multicultural marketing budgets and journalists who seek diverse sources.

For journalists, we offer a wealth of resources for Black History Month, Women's History Month, Asian Pacific American Heritage Month, and Hispanic Heritage Month, as well as for year-round coverage of a diverse America. We provide experts for interviews, along with demographic information and insights into best practices and trends.

Visit [www.multicultural.com](http://www.multicultural.com) to sign up for a free subscription to our newsletter, MMRNews; to view our Calendar of Recommended Multicultural/Diversity Events; to meet our Multicultural/Diversity Speakers Showcase members and to download our *Source Book of Multicultural Experts*.

### TARGET 10

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**Matt Tumminello**, President

Target 10 is one of the leading gay and lesbian marketing and communication agencies in the country. We specialize in creating meaningful and lasting relationships between gay consumers and our clients through campaigns that connect rationally, emotionally and with the right sensibility. Using market insights and strategic expertise, we uncover the most powerful and distinctive ways that clients can connect with gay consumers and motivate them to action.

At Target 10, we understand that one size does not fit all and that our clients have different needs that require custom solutions. We want to understand the total business picture at the start of any assignment and work collaboratively with our client partners to establish a clear, measurable plan against a common goal to achieve the desired results.

By respecting gay consumers with smart, savvy marketing, Target 10 succeeds at what we love most — making our clients

popular with gay consumers.

### TEN COMMUNICATIONS

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**Karen Park**, President

TEN Communications (TEN) is an award-winning full-service Asian marketing agency that specializes in maximizing clients' Asian American market results. Our flurry of Asian market activities builds strong relationships with national Asian media and community organizations allowing for significant outreach opportunities. TEN — recognized as an *AdAge* Top 10 Asian Agency and acknowledged with 19 awards in a short 5 years — has consistently delivered advertising and PR results in the Asian-American market for clients in diverse industries including DirecTV, Bank of America, Kaiser Permanente, Virgin Mobile/HELIO, Bristol-Myers Squibb, The American Cancer Society and more.

### VANGUARDCOMM

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**Esther Novak**, Founder and CEO

VanguardComm is your single source for addressing multicultural audiences. We have extensive experience helping corporate and nonprofit clients reach and engage Hispanic, African American and Asian communities.

We develop successful communication strategies and tactics through multiple channels, including — public relations, grassroots events, sponsorships, digital and cause marketing. VanguardComm offers the Experience of a senior level team and the agility of an independent agency; the Efficiency of a "one-stop-shop" for one segment at a time or all segments — leveraging the commonalities and executing to the differences; proven Effectiveness in reaching these audiences; and the Energy to hit the ground running and produce results. ■