# Communications & new media Nov. 2014 | Vol. 28 No. 11



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# Changing Conversations for Over Two Decades We Help Brands Reach New Heights

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#### **EDITORIAL**

The tradition of American hysteria.

#### **INCIDENTS OF ANONYMOUS** ATTACKS SURGE ONLINE

A new study shows that more than a quarter of Americans now admit to participating in malicious online activity.

#### PR COUNCIL TOLD TO **EMBRACE DISRUPTION**

Panelists discussed the perils that await complacent companies at an October 24 PR Council forum.

#### PR SHOULD LEAD CHARGE FOR ORGANIC SEARCH

PR sits in a perfect position to capitalize on the emerging trend of favoring quality of content.

#### **GETTING CLEANTECH** THROUGH ITS TEEN YEARS

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Communicators need to change the way they think and operate if they want to think and operate like publishers.

# FROM TECH STORYTELLING TO STORYSHOWING

In order to stand out, communicators today must do more than simply tell a story — they need to share it.

#### **BREAKING INTO THE** INTERNATIONAL CES

What smaller companies can do to get noticed and make a big splash at the Consumer Electronics Show.

# WANT TO TELL STORIES? OFFER A STRATEGIC NARRATIVE

Tech companies should talk less about themselves, and more about the world in which they live.

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Knowing your competitors is essential to success, and effective differentiation is critical in acquiring market leadership.

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PROFILES OF HIGH-TECH & TECHNOLOGY PR FIRMS

**RANKINGS OF TOP HIGH-TECH** & TECHNOLOGY PR FIRMS

WASHINGTON REPORT

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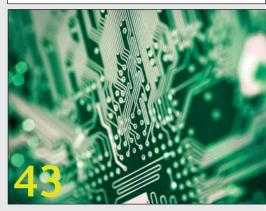
11 PROFESSIONAL DEVELOPMENT Fraser Seitel

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OPINION Jack O'Dwyer

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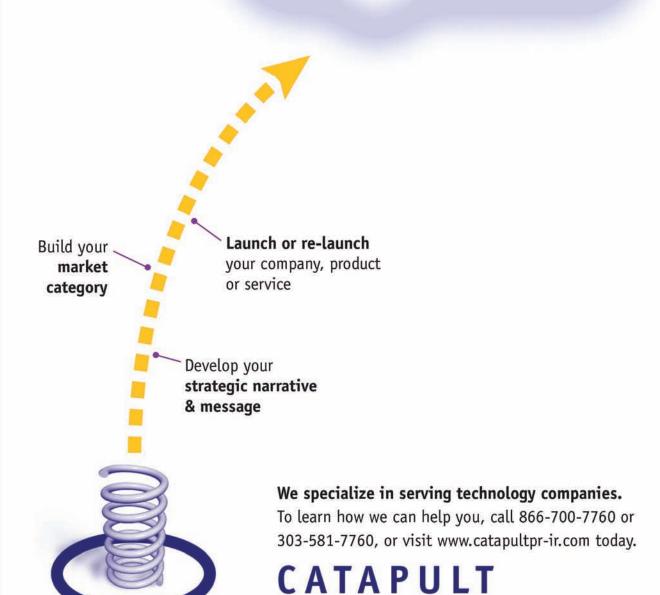
influencers

RE-LAUNCH STRATEGIC influencers employees NARRATIVE &

strategic LAUNCH MESSAGE

messaging drive

Re-launch differentiate



**PUBLIC & INVESTOR RELATIONS** 

#### The time-honored tradition of American hysteria

n 1874, *The New York Herald*, under the tutelage of Publisher and Editor-in-Chief James Gordon Bennett, Jr., published an extraordinary tale across all six columns on the front-page of its November 9 edition. Wild animals — lions, a polar bear, tigers, even a rhinoceros — had escaped their cages at the Central Park Zoo and were rampaging through the streets, mauling and devouring helpless citizens. According to the article, area hospitals were crammed to capacity with the wounded and dead; then-New York City Mayor William Havemeyer had even enforced a mandatory curfew. Upon hearing the news, the citizens of Manhattan panicked. Parents retrieved their children from school and locked their doors. Some took to the streets with rifles. Others fled for the piers, hoping to escape the city by ferry. If anyone had managed to read the report in its entirety, however, they would have seen the clear disclaimer at the end of the 10,000-word screed: "The entire story given above is a pure fabrication. Not one word of it is true." Bennett, a newspaper magnate years ahead of his time, knew how media worked. The incident became one of the most notorious media hoaxes ever, a *War of the Worlds* radio drama for the nineteenth century.

There's nothing like good ol' American-style hysteria. There are currently four people out of 320 million U.S. citizens who have tested positive for Ebola (one has died; another, as of press time, has since been cured), yet public fear regarding scenarios of mass contagion has grown palpable. This isn't our first unwarranted outbreak anxiety — remember West Nile Virus, Swine Flu, Anthrax? — and it certainly won't be the last. At some point, it deserves asking what it is about our culture that makes us perennially on call for paranoia, why it is that we're wont to choose reflexive hysterics over critical analysis, dumb animal fear over reason. Why do we remain cavalier when disaster takes tens of thousands of lives abroad, for years, yet huddle in the clutch of terror only when it comes to our shores? And what does this say about our ability to adequately prepare for future catastrophes (be it natural disaster, famine, global warming, pollution, or economic collapse?). And why, when our health agencies try to educate us on the real dangers at hand, do so many of us invariably respond with a knee-jerk inclination to distrust our scientific authorities, couching our irrational belligerence in some specious proof that men in lab coats are hoodwinking us? Why do these events always stimulate overreaction in all the wrong areas, yet inaction in the right areas?

I've heard PR professionals say that a traditional approach to crisis management involves assessing a situation, identifying vulnerabilities, determining a best-case outcome, and developing a corresponding message. Sounds good to me. It seems, however, that even the best crisis strategies are beset by maddening complexity when the public abjectly refuses to heed the message. By all accounts, the October 23 press conference surrounding the news of New York City's first Ebola patient, Dr. Craig Spencer, was a PR slam dunk. Mayor Bill de Blasio, New York Governor Andrew Cuomo, and Commissioner of the New York Department Of Health and Mental Hygiene Dr. Mary Bassett all brought their crisis A-game, petitioning calm, delivering a wealth of information, and offering an action plan to assuage fears. A scant few hours after the conference, if New York 1's interactive newscast "The Call" was any indication, it appeared that even top-notch crisis strategies will still fall on a few deaf ears. Callers expressed fear of going outside. Several said they weren't going to work the next day. Others said they weren't letting their children go to school. Many were even demonizing doctors who go abroad for humanitarian relief efforts. Indeed, The New York Times on October 29 reported that many Bellevue Hospital workers — where officials are treating Dr. Spencer — have now faced discrimination outside of work. Sadly, there have also been reported incidents of African children allegedly being bullied in the city's public schools.

Predictably, there are a number of irresponsible third-parties that will seek to capitalize on the sensationalism surrounding our all-too-human anxieties. We have media outlets that trade in fear, that rely on an overdramatized sense of false urgency to underscore the idea, basically, that we are helpless unless we keep watching. Then we have the fact that hysteria makes great election fodder, that by constructing some tenuous connection between the threat at hand and the government, politicians vying for votes can suggest a lack of leadership, policies woefully out of date, so utterly ineffective that they, essentially, allowed this mess to happen.

It's an interesting paradox, that an American tradition of ready-made hysteria still occurs at a time when we have a seemingly infinite amount of information available at our fingertips, that a trove of knowledge one click away does not necessarily influence more reasoned judgments. Imagine if we could only figure out how to apply those anxieties proactively, in terms of influencing what we eat, how regularly we exercise, or our willingness to participate in risky behaviors. Now that would be good news, albeit hardly fit for the front page. •

— Jon Gingerich



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# Participants in anonymous online attacks surge

A new study found that more than a quarter of Americans polled admit to participating in malicious online activity, and most now believe a cover of anonymity only encourages "trolling" behavior.

By Jon Gingerich

recent survey conducted by international research and consulting company YouGov doesn't bode well for the state of Internet civility. According to the survey, which was conducted in October and polled 1,125 American adults, more than a quarter of respondents — 28% — said they had participated in "trolling," or the act of being deliberately antagonistic or malicious by posting inflammatory online content directed toward people they didn't know.

Nearly a quarter of those who have posted online content — 23% — admitted to arguing with strangers. About half of those — 12% — admitted to making deliberately controversial statements, and the same number said they made comments so inflammatory they were later removed by a moderator.

The survey found men are more likely to engage in trolling behavior than women. Millennials are twice as likely to engage in online attacks than those aged 55 and older.

According to the survey, chat-rooms—the least frequented forums for those polled—are areas where the most trolling occurs, as 45% of respondents who read comments in these forums reported seeing antagonistic behavior at least once a week. Social media sites—the most frequented forums for those polled—saw weekly incidents of trolling by 39% of respondents, and blogs revealed the same number. Video sites like YouTube or Vimeo—the second-most visited content destinations by those polled—saw weekly incidents of trolling behavior from 36%.

According to the survey, topics most likely to incite belligerence include politics, news and current events, and religion. Topics such as gaming and health seemed to attract the least ire, at 17% and 15%, respectively.

In 2013, video sharing site YouTube, for years seen as a hub for malicious activity,

enhanced its content moderation process, allowing users new comment filtration options. This decision may have had a beneficial effect in deterring at least some trolling behaviors, as only 33% now reported being aware of trolls on that site on a weekly basis.

The survey found that more than three quarters of those polled — 77% — think Internet users are more likely to engage in malicious online behavior when given the chance to post anonymously. Still, about a third of Americans polled — 32% — said they preferred logging onto websites without supplying personal information. Millennials, in particular — 39% — prefer anonymity.

"The results seem to be indicative of a major shift in human behavior once people's identities are effectively concealed," Anne Gammon, Associate Director of US Omnibus, told *O'Dwyer's*. "Under cover of anonymity, many digital contributors are indulging in malicious and inflammatory behavior that they simply wouldn't attempt in the real world."

The survey reported that 14% of those polled feel there is no silver-bullet solution to stop trolling. However, about a quarter of respondents — 24% — said they endorse the idea of reporting bad behaviors to site moderators, and 30% of those who claimed to be the victim of trolling said they have used this tactic in the past. More than a third of those surveyed — 37% — thought the best defense against trolls is simply to ignore them. •



# MWW files \$5.2 million lawsuit against McDonald's

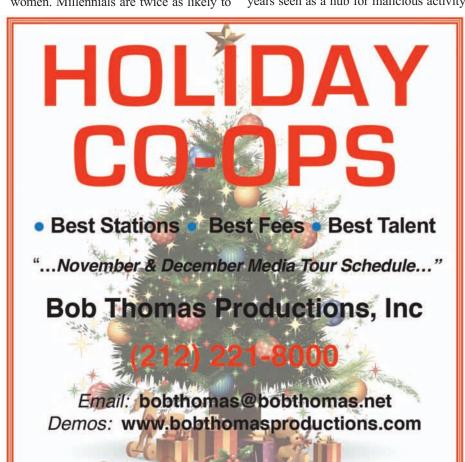
MWW is suing McDonald's New York Tri-State Owner/Operators Assn. for \$5.2 million fees for the alleged bad faith Oct. 1 termination of their 17-year relationship

Filed Oct. 16 in Bergen County (New Jersey) Superior Court, the PR firm claims McDonald's wrongly cut ties due to its work for an unnamed "casual dining restaurant."

It says McDonald's demanded in September that it choose either it or the other restaurant as a client

MWW's complaint says it tried to ease McDonald's concern, offering to base staff at the other account in a difference office or at a new company.

According to MWW, McDonald's has historically allowed vendors to accommodate competitors in such fashion, but it refused to budge on its ultimatum to the East Rutherford, NJ-based firm.



# **Embrace disruption, PR Council told**

Disruption is a survival skill vital to move companies, brands and communications forward, according to panelists at an October 24 PR Council critical issues forum. The panel agreed that complacent organizations will fall to the next wave of challengers. By Kevin McCauley

implicity is at the heart of disruption, which is fundamental to the running of successful companies.

Gail Heimann, President of Weber Shandwick, who moderated the lively session at the annual forum, introduced the trio of guests as the Mount Rushmore of disruptors.

David Hantman, Global Public Policy head of Airbnb, said his company enables people to use what they have more efficiently and provides choices. For instance, Airbnb gives hosts the cash to follow dreams and pursuits.

Airbnb has disrupted the traditional hospitality market and changed the basic expectations of travelers. Travelers "interact with others" via the online accommodations service.

Hantman, a veteran of Capitol Hill, said the initial instinct of legislators is to protect the way things are currently done to avoid upheaval.

He believes local governments — rather than fighting Airbnb's expansion into their markets - should ask why 10 million people have used the service.

In Hantman's view, governments should work to promote transparency and traveller/host safety.

Peter McGuinness, Chief Marketing Officer of Chobani, said the Greek yogurt company disrupted the status quo by simply marketing a product with real fruit and no chemicals.

The company, which helped drive share of Greek yogurt to 50 percent of the market, presented a different product to what customers were accustomed to.

McGuinness spoke of "disruption fatigue" and believes some components of a business cannot be tampered with because they go to the core of a brand's essence.

The former ad man said communications always boils down to having a creative message that is well executed.

Bonin Bough, Vice President of Global Media and Consumer Engagement at Mondelez International, called himself a fan of constant change.

He said corporate structures that were built in the past limit growth and opportunity and must be revamped.

Unless complacent companies "change their cultures to compete" they will lose share to aggressive challengers, said the Mondelez executive and veteran of PepsiCo and Weber Shandwick.

The panelists cited Apple's Steve Jobs, Virgin's Richard Branson and Tesla's Elon Musk as heroes of disruption.

Branson was called a calculated risktaker and rebel both with and without a cause, who created an airline that flies the same planes and offers the same seats as competitors, yet provides flyers a fresh feel to travel. •



# PR should lead the charge for organic search

As search engines increasingly favor quality of content over technical acuity, PR sits in a perfect position to capitalize on this emerging trend and address SEO in delivering search results. Here's how.

By Steve Burkhart

earch engine optimization consultancies have propagated like a chemical experiment gone wrong. Google alone now generates more than \$10 billion per quarter in revenue from AdWords or pay-per-click campaigns, and of course, SEO consultancies have been minting revenue for themselves as well.

As a result, we can expect to see PR's digital opportunities increase dramatically at the expense of SEO consultancies in the months ahead, as the industry now has a massive opportunity to play in the lead-gen sandbox dominated by paid media.

Both media coverage and the sharing of compelling content generate backlinks in a natural way. SEO consultancies have tried working on organic search to pick up incremental revenue. That's because the Google search algorithm once favored the technical side over content, so they could help their clients get served up in organic search results when they didn't necessarily have the best content or even relevant content.

Equally revealing, SEO consultancies bring little if any expertise to the table in the way of editorial content. That's why the paid link-building biz exploded in value. For a price, the SEO consultancies again could trick the system, buying links out of Bangalore and Kiev as a shortcut to developing quality content that prompts actual people to link. That's how a CRM software company ends up with backlinks from sites like www.frugalmoms.com.

But the jig is up — or will be over time, anyway — if Google has its way.

With the launch of its Hummingbird update last year, Google sent the strongest message yet that it intends to crack down on those conducting unsavory acts to game organic search. That's a huge digital opportunity for the PR industry.

With the organic search playing field increasingly tilting toward high-quality content — defining "high quality" as useful, educational, insightful or amus-

ing —PR sits in the perfect position to capitalize.

But it's not all about the content either. PR firms need to hire and train organic search experts, preferably with a PR background, who know how to deliver on the three core components listed below.

#### Know how to develop keyword taxonomy

Keyword taxonomy is one of the most important elements in any organic search campaign. Comprehensive keyword research identifies search terms relevant to potential buyers' online search process and prioritizes these keywords for SEO. By developing a good understanding of how potential customers search for relevant categories and what keywords they use, you can tailor and optimize your client's website for search engines so it's easily searchable online for your target audience and ranking for the right search terms

#### **Understand keyword implementation**

Now that you have the right keywords, you will want to use those keywords to showcase the company's value proposition. So, the next step is to integrate these keywords into organic search properties throughout the entire website, including webpage URLs, the actual webpage content, as well as the behind-the-scene metadata tags (title tag, meta description tag, image ALT text, H level tags).

Search engines, like Google, identify what a website is about and what kind of products and services it provides by reading through the keywords found in organic search properties, matching with the keywords that users enter in search engines, and then showing the website on SERP (search engine results page). Where a website will appear on SERP is based on the signals that search engines collect on this website (relevant keywords/content is one of the important signals), which help search engines to determine whether this online property is legit and creditable, and whether the content aligns with metadata tags and related user searches.

#### Create credible measurement / analytics

Measurement is always a key component in every PR and marketing campaign, and an organic search program is no exception. There are two indicators for tracking progress in an organic search program. One indicator is the number of visitors coming directly to

the website from Google. The other one is the organic search ranking of the page, which means where the page is showing up on Google for the target keywords. In addition, data/statistics on these two indicators need to be collected in the



Steve Burkhart

beginning of the campaign as a base benchmark, as well as after the technical implementation, to measure success.

To help get you started, there are multiple channels for your staff to learn more about organic search.

First, cover all the basics from a book. For example, *The Beginners Guide to SEO* by MOZ is a popular one-stop shop for those who have just started in this field, and it takes you through all the basic concepts as well as some advanced techniques down the road that you will need to know.

Second, get industry updates through media outlets/blogs. Just to name a couple — the MOZ blog and Search Engine Land's SEO Channel. These SEO publications cover the latest organic search news as well as search engine updates. It's extremely valuable to keep up with the organic search daily news, since this is a fast-growing field, and industry standard and search engine rules are constantly changing.

You can also learn more about how companies and PR firms can capitalize on organic search by reading The Hoffman Agency's SlideShare deck called "The Blurring Line Between Digital Marketing and PR." It lays out the dot-connecting logic for emphasizing organic search and why PR should lead the charge.

Steve Burkhart is GM of The Hoffman Agency. •

# **Getting cleantech through its awkward teen years**

Not so long ago, cleantech was mired in a troubled childhood. Efficiency bored consumers into a coma, solar was expensive, biofuels were always years away from production, electric cars caught fire. Some companies accepted government support, and a minuscule percentage failed, providing fodder for political attack. In a few short years, cleantech went from a magic energy cure-all to a dirty word. Just think Solyndra.

By Matt Stewart

ow the pendulum has swung back. Today, cleantech is on steady footing with a slew of market exits unimaginable just a few years ago. After a thorny adolescence, cleantech is successfully maturing through the creative destruction and unique challenges and entering the early stages of adulthood.

With that in mind, here's a look at what communications teams must consider while cleantech grows up.

Language mom and pop can understand. Jargon doesn't die overnight, but to go big, cleantech companies must be far clearer in describing themselves. Consider that to the average observer, a utility "demand response" program sounds downright rude, while PACE financing programs give the impression of an uncompetitive footrace. One early example of this mindshift is from Nest, which is rebranding utility time of use rates as "rush hour"- successfully communicating an awful time best avoided. Look for solar companies to continue eliminating complex ideas like PPAs and SRECs for simpler, universally understood terms like "leases," "bonuses" and "cash back." Before long, we'll all actually know what we're talking about.

More mediagenic spokespeople. Roll out the red carpet for a new breed of likeable cleantech ambassadors. Think Oprah's lovechild, or a clean energy-oriented Trump, ideally with better hair. A reality show awaits?

Making the rise of the corporate warriors less terrifying. Expect boards to increasingly cast out the friendly engineer founder-CEO for more merciless MBA managers. That's a good thing for market competitiveness. But it will put the onus on communications teams to cast their CEO as not just a brilliant leader, but a likeable and trustworthy human being with a compelling and credible story.

Ingredient branding galore. Companies will increasingly promote nuanced eco-friendly aspects on unlikely

products and processes. Look for tires promoting recyclable content, apartment buildings showcasing energy efficiency bona fides, even utilities promoting their solar capacity on the monthly bill.

Managing killer expectations. With great successes come great shareholder expectations for future success. Executives will fall short, screw up, under-deliver. Somebody may even engage in white collar crime. Crisis planning and thoughtful management will be essential to minimize chaos and stave off a market backslide.

Eve-blearing growth. Many cleantech companies are expanding at a logarithmic scale. SolarCity went from 740 employees in late 2010 to more than 7,000 this year. Branding and communications programs must strategically scale their message and reach alongside their companies — or risk losing out on the conversation.

Some things will always be inside baseball. Selling the "Today Show" on the

commissioning of a bio-based lubricant plant in Hong Kong will always be a longshot. Unless Oprah's lovechild is and behind it.

As for any industry in transition, a few growing pains lie ahead for cleantech - with brand new technology, market



Matt Stewart

failures can be an engineering oversight away. Yet it's safe to say that cleantech is quickly moving through acne-ridden adolescence and into a promising adulthood. Communications programs must adapt with them to flourish at the scale of other grown-up industries.

Matt Stewart is a Vice President at Antenna Group. •



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# Think consumer when marketing B2B technology

Many traditional approaches to technology PR have been supplanted by newer, faster tactics. and PR pros now possess more tools and channels to elevate a brand's visibility. What's really changed, however, is the willingness of tech companies to think differently and empower their agency partners to bring their brand to life. It's as if business-to-business tech marketers now need to act as if they're promoting a consumer company.

By Gene Carozza

t's a great time to be in technology PR, and sure, these new tactics, tools and technologies are valuable, but when it comes to 99% of the tech world — the B2Bs — who face small budgets, limited resources and a dogfight to gain visibility in a crowded space, the basics appear to remain the same. Or do they?

#### **Diverse audience and channels**

Every B2B tech campaign starts with market research and data that defines the buyer or targeted audience. What appeals to a developer is different than a SysAdmin or IT Director or CIO. What is important to one line of business user might not matter to another.

What a benefit as a marketer to get very specific with buyer personas and capture the necessary insight needed to engage. This type of research has traditionally been reserved for consumer PR programs, but now we can understand the IT buyer's purchasing habits, pain points, favorite news sources and their influencers. This information is readily available using a little bit of online digging and perhaps more social stalking than we'd like to admit. Once the buyer persona is developed, the channels for engagement can be decided and prioritized.

Influencer relations management remains a key driver in relationship-to-relationship marketing. When done successfully, these thought leaders impart insightful wisdom to their followers and network to build awareness for your organization. Additionally, community management is now an essential element of any technology marketing plan. Going direct to the targeted audience is now the norm, and it has to be managed effectively. Tech marketers need to engage. It's a two way discussion, whereas in the past, the discussion flowed one way. For example, tech PR and marketing has seen an increase in the need to target LOB users. These decision makers wield budget and power more than the corporate CIO at times. Once identified, engaging with respective users can be an effective way to raise visibility.

Employee brand advocates are also a staple of technology PR. Employees have always been among the best advocates in defining, shaping and maintaining a brand. Now tech companies can know the value of how their employees help them brand and use social channels to further the cause. Tech marketers can encourage Instagram, Pinterest, Facebook, Google+, Twitter and, of course, LinkedIn among their employees to help with marketing efforts. The adage "we all work for sales" has been updated with "we are also all brand ambassadors for our company." Marketing, or shall I say, integrated marketing, has come a long way.

#### Supplementing with visuals, technology

I think the term "storyteller" is overused, but it's the truth: even B2B tech marketers are storytellers for brands. And there's no better way to bring a story to life than using visuals. This is another traditionally consumer tactic that is steamrolling B2B tech marketers. Tech companies have realized that the heavy tech sell doesn't help define their brand or bring the company persona to life the way it used to. We need visuals to be effective. And we really need to demonstrate an unmatched experience across the competitive landscape. Memes, infographics — shareable visuals — are one effective method. Video can also be used at a moment's notice and shared in real time via several channels, not only the website. One challenge that most tech B2B marketers have when it comes to incorporating creative is doing it within modest marketing budgets.

Apps are another new, required tool in marketing tech companies. The explosion of app development platforms featuring low-code to no-code capabilities also enables non-techies to build applications specifically for their needs. Almost any entrepreneurial-thinking geek or power user type has the ability to make custom apps that can foster audience engagement or be used in conjunction with a campaign. We're seeing this now in larger budget programs, but the cost and time savings is so significant we're sure to be seeing this play a larger part in how small to midsized agencies are marketing themselves and expanding their services. This is a natural extension of the trend currently underway for public relations agencies adding

creative services to their program portfo-

#### **Measurement matters**

Finally, the way programs are measured has also matured in a big way. Clip counts don't come into play (or shouldn't) as much as the measurement of impact. We're all

busy. Why spend time to tally the tactics? Remember ad equivalency? Gone - and good riddance! We're finally able to connect program effectiveness into measureable data that sings to the C-level. In my opinion, the Barcelona Principles



Gene Carozza

have done a lot to advance this way of thinking. This again stems from taking a step back and properly evaluating what matters to advancing a brand, whether it's tech or consumer. There's been a melding of the two, and for good reason. What's good for one is good for the other.

Tech companies and their PR partners responsible for marketing have evolved to a more consumer-ish way of thinking strategically about how to market the brand essentials. And if they haven't yet, they better and quickly.

The audiences have expanded, and with that, the channels. The budgets may be similar to those in the past, but the need for more has grown. The cost of producing visual elements and other content has been drastically reduced by new tools and technologies, aiding the ability to stay within budget. Measurement is more important than ever, and is no longer an afterthought or a passive report card of how busy we all are. And the technologies that are coming to market hold a promise of an even better expansion of audience engagement and services for technology marketers. Don't miss the boat: whether you're a vendor or part of a technology public relations agency, it's only going to get better. I can't wait, and am glad to be a part of it.

Gene Carozza is Vice President at PAN Communications. •

## Tech PR opportunities abound in government

For technology PR agencies, whether your practice involves consumer or business-to-business clients, government entities at all levels can be one of your target markets — and there are plenty of markets from which to choose.

By Susan van Barneveld

hen we use the word "government," we're talking about any of its three manifestations federal, state and local — each containing a trove of departments and agencies. It's a giant sector, each level of which employs a slew of workers and purchases a wide array of technology products: from the military to homeland security and public safety, forestry and education, legal and court systems, medical facilities, fish and wildlife, gaming regulators, down to the meter maid ticketing your double-parked vehicle. There are enough opportunities for virtually every technology company and its public relations agency to enjoy some sort of government relationship.

So how do you, as the public relations guru, deal with the vast entities affectionately known as government? What and how do you pitch something so seemingly monolithic and imposing?

#### Commercial-off-the-shelf

All levels of government purchase a wide array of technology products. To control costs, more and more governmental agencies, departments, et al are looking for technology products that they can buy "commercial-off-the-shelf," either for use in an application as is, or that they can use after tweaking with some minor customization.

So, if you have a client that produces consumer-oriented or b2b high-tech products (smartphones, tablets, displays, telecom equipment, cases, etc.) that are readily available, you need to get the word out.

#### Become a thought leader

Express yourself. Grab a pen or keyboard. Separate yourself from the competition. Websites and blogs are hungry for great content. They are looking daily for educational, trending, or other non-promotional content that their readers will be interested in.

If you don't have the ability to do it yourself, find someone who can help you breakdown complex technology talk into bite-(or byte) sized pieces that are easily understood by a non-techy purchasing agent or department decision maker. Then, position yourself or company as the go-to-leader for your product/technology category.

#### Working with government trade media

Get your story out. Identify key trade media that are consumed by your target audience. Often, these will be media outlets with small circulations. Nonetheless, develop relationships with them as you would any other media. Most importantly, be responsive to their needs.

Donny Jackson, Editor at IWCE's Urgent Communications, a trade publication in the homeland security and enterprise space, offered some advice when speaking to government trade media.

"When pitching a story, make sure you can answer the question 'What makes my product/deployment/contract different from others?' Is it the first of its kind overall or just for the company? Is it part of a bigger contract? What other interesting conditions or circumstances make this story unique? If the answer is nothing, then it's probably something that will run in briefs or another forum that is press release only. Make sure your press release is on the company website so that the publication has something to link to online."

"Everyone is trying to do more with less," Jackson said. "That goes for the trade press and the companies they cover. Given the time constraints and lack of resources, consider pre-briefing with reporters you trust, so you have more free time on 'announcement day' to deal with the TV folks, Wall Street Journal, Forbes, etcetera, that may suddenly take an interest when the press release is distributed."

Jackson continued, "Getting government officials (customers) to talk is tough, but working to make them available to the press when a deal is done makes any story much better/relevant/legitimate for the writer and for the readers."

#### State your case

Case studies are a great way to validate your product in a real-world setting. A strong case study can easily turn into a feature article in a key technology or trade publication that is read by your potential government target audience. Commander Michael Parker with the Los Angeles County Sheriff's Department has some insight to share:

"A major challenge for a company seeking marketing partnerships with gov-

ernment is they need to separate themselves from traditional corporate marketing that focuses on consistently repeating brand and key messages in press materials. Instead, when working with your government customer, you need to focus on what the product or service will do, how it will increase efficiency and benefit the taxpayer. After all, the taxpayers are the ones paying the bill."

"Government officials are repeatedly reminded of regulations to not assist in marketing products or services from the

private sector because this could create an allegation of unfair competition by other businesses. When a company suggests partnership marketing materials to government that might be viewed as possibly 'crossing the line,' if there is



Susan van Barneveld

any doubt, government will opt out," Parker said. "Yet there is a time when partnership marketing with government can work for everyone. Unfortunately, few companies or government employees know where the acceptable line is

"Importantly, after a product or service has passed through the rigorous government procurement process, which includes allowing companies the opportunity to compete, and the contract is awarded, it is okay for the public to be informed that their government agency uses — not 'endorses' — it. For example, law enforcement isn't required to pry the Ford or Chevy logos off the back of patrol cars, so clearly there is a place for at least some sharing of a company's brand."

"Press materials that focus on the benefits to the agency and taxpayers and sparsely mention the company name, maybe only once, are more likely to be approved with a few edits," Parker continued. "However, press materials that are over-branded by a company and/or seek an endorsement will almost always be denied. Government can say they use something but they can't appear as if they are helping to sell your product."

Susan van Barneveld is CEO of Copernio. •

# Seven steps for a tech content marketing strategy

Microsoft Founder Bill Gates coined the term "Content is King" in his prescient essay of the same name in 1996, during the interactive web's early days. Nearly two decades later, brands are increasingly thinking of themselves more as publishers than promoters, placing an editorial mission — or story — around what they stand for, and using content to provide value around the customer experience.

By Kristen Sharkey

ontent marketing is considered a strategy and process by which your organization creates, curates and shares or distributes content. This content is presented to a defined audience or set of audiences, via a variety of channels (e.g., social media, your own website, print, live meetings, graphics, native content), and is intended to achieve a defined goal or set of goals (e.g., building brand awareness, lead generation, thought leadership, establishing a dialogue, attracting/retaining employees).

While 93% of business-to-business marketers across all industries today use content marketing, only 42% rate their CM programs effective, according to the Content Management Institute. CM effectiveness is slightly lower among technology marketers, at 39%. It may not be a surprise to learn that while the majority of marketers across all industries pinpoint "brand awareness" as their CM goal, among tech marketers it's "lead generation." And they place more emphasis on thought leadership since the sale of their products and services is heavily based on expertise and vision. Further, there seems to be a disconnect between the tactics used by the most effective tech marketers and everyone else:

According to the Content Management Institute, some tactics used frequently by the most effective tech marketers include articles on third-party websites, online presentations, infographics, research reports, and eBooks. Tactics used most frequently by all marketers include social media, case studies, videos, and blogs.

So, how do you get started in identifying, creating and/or curating the content your customers and prospects may be looking for? Prospective clients consistently tell us that one of their biggest challenges is establishing a content flow to drive corporate reputation and product/service marketing.

The following seven steps offer a roadmap for establishing your own con-

tent strategy, whether you're starting from scratch or seeking to create your own branded "PR franchise" that you can repeat to enhance your company's reputation.

Prioritize where you should focus. Research key macro business and societal trends affecting your business today and in the future. Align these with your business priorities and repeat the exercise with a small sample of your best customers. Once you've narrowed down the key trends it is easier to focus your content-generating efforts on the most meaningful for your business, and it will make your CM dollars much more efficient.

Identify your current and desired spheres of influence. They may be influencers among traditional and social media channels, academia, regulators, governmental and non-governmental organizations, key customers, CIOs and other C-suite executives, industry leaders and analysts who can serve as channels for communicating and amplifying your content. Then incorporate components of your program to reach them with the content.

Refine your company's master narrative. A master narrative is your company's story, a 300-word account that summarizes who you are, what makes you different, and why that is important. Because it offers a consistent account of the company's history and defines your role in the market-place, it is an important link between your content plans and brand reputation objectives.

Executive mapping: deployment maps for thought leaders. Think of your executive spokespeople as channels and ambassadors. Inventory their backgrounds, expertise, contacts and responsibilities and create a customized plan for each. For example, for an information security client, the CEO was deployed for top tier media and organizations such as *The Wall Street Journal* and Aspen Institute, while we aligned a female divisional leader on events with local business leaders, national conferences featuring female CEOs, and key newspapers in her regional market.

Content curation. Think of your web-

site as an owned media channel, publishing content not just related to, or generated by your company, but that is important to the sectors you touch. By constantly refreshing content curated on your digital properties, it will improve search results and can be as valuable as creating propri-

etary content. Share links, blog posts, Twitter feeds or other content types.

Create a PR franchise. PR franchises are branded recurring events, reports and studies that tap into recurring business cycles or events and become trend indicators unto them-



Kristen Sharkey

selves for clients, customers, employees, regulators, academia, and journalists.

Here are a few examples:

- To get the attention of CEOs and Boards of Directors, a management consultancy client created an annual report on trends on the state of innovation, with breakouts of results in key industries.
- A leading technology product distributor became known as an expert on middle-market needs through a survey of midmarket CIOs on their challenges and IT needs.
- An international IT services firm became associated with excellence in its field through creating an annual awards program honoring groundbreaking IT applications by large enterprises.

**Measurement.** No CM program is complete without establishing a customized measurement "GPS" to help keep strategy and tactics on track, and designing a visual presentation for senior management to demonstrate the ROI of the program.

In summary, a content strategy is intrinsic to building reputation — something you cannot do without, whether you build the internal capability to create content or simply curate it.

Kristen Sharkey is Executive Vice President of Technology at Makovsky.



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# Transforming established brands in the digital age

Older, storied brands face unique communications challenges. Although established brands often have the advantage of being perceived as reputable and reliable, with new companies emerging on a seemingly hourly basis, they may also have the perception of being old-fashioned and boring. In many cases, these companies decide a rebranding or positioning exercise can help reinvigorate themselves to survive and thrive in the highly competitive digital age.

By Sabrina Horn

hile creating a brand from scratch has its own set of difficulties, transforming a vintage brand is more complicated and requires a delicate touch and an understanding of how to carefully navigate a company's complexities and culture.

In recent years, historic brands like Old Spice, Burberry and Forbes have successfully reinvented themselves through massive brand overhauls. The reinvigoration of Old Spice was widely considered one of the most successful brand repositionings ever. Working with Wieden + Kennedy agency they developed a campaign based on a brilliant and simple commercial starring former NFL player Isaiah Mustafa that took the brand from grandpa's after shave to today's hip dude scent

Burberry, suffering from multiple image challenges over a decade ago, successfully repositioned itself by taking advantage of its heritage, but also by becoming more relevant to a new generation (*Business Insider*).

Forbes worked with Horn Group to reestablish itself from a traditional media company to a "96 year old start-up" by embracing disruption and promoting innovation. As a result, Forbes achieved its best profit performance in five years, citing increasing digital revenue as key. The end goal was achieved: to stage itself for a successful acquisition in 2014.

#### A cultural shift

Transforming a well-established brand into a hipper, modern one takes more than a talented agency and a savvy marketing department. Leading a brand out of the doldrums is a multi-faceted undertaking with multiple steps. If it's going to succeed, it's going to require a strategic shift of the entire organization's approach and corporate culture. The strategy must be activated and led by a CMO who understands how to bridge the old with the new and who is deeply aware that there is no such thing as a clean slate for an old-guard brand. The C-Suite involvement cannot stop there. A brand reinvention starts at the very top, with a CEO

who has prioritized it as a key element in the very survival of the company. The CMO-led team needs to fully grasp the CEO's mission and vision and have a good sense of how the existing and entrenched corporate culture could both support, and hinder, the repositioning initiative.

A true brand overhaul can take years, so it is critical to build in sufficient time to account for the ups and downs that transformation will bring. During this period, marketing teams should expect and prepare for resistance — both from inside and outside the organization.

Change is scary for most people, and this is especially true for long-term employees. The CEO needs to help create and perpetuate a new culture that is part of the brand repositioning. This needs to be all encompassing, from a new corporate identity to different ways employees and departments work with each other. The repositioning must be a tool that empowers and aligns the people within the company. It must be something that people can identify with and believe in. Values must be reinforced and the reasons for change must be carefully explained.

Mostly, it's important that a repositioning truly signal a fundamental change that the company is undergoing. This must be clearly communicated throughout the organization, frequently and through multiple channels. It is tireless work and must be approached with complete honesty and transparency to be believable. To be most effective, it requires a strong digital communications program to maintain on-going dialogue with internal stakeholders.

#### The vision and the plan

The communications plan around reinventing a brand needs to be a gradual, ongoing process with well thought out milestones along the way. Unlike launching a new brand, there is no clean slate for a recognized brand. The communications strategy should bridge the old to the new. When it comes time to put together the plan, several considerations must be addressed, from a painstakingly detailed

media relations strategy to a step-by-step crisis communications response. Smart marketers will use the entire marketing funnel to deliver their message and take advantage of a variety of media and creative tactics.

#### Media plan and transparency

From a media relations perspective, the rollout should be approached with kid gloves and carefully orchestrated. The PR team must be very calculated and del-

icate in terms of media targets. The sequencing is critical. First, the team needs to choose a neutral journalist—someone who is familiar with the company's past but open to its future. That person needs to be provided with complete transparen-



Sabrina Horn

cy into the inner workings of the organization and access to key C-suite execs. The agency also needs to help get the journalist what they need to paint the complete picture: validation from customers, company performance data, partner endorsement, progress updates etc. The team should visualize in advance what the story will look and work with the reporter to develop the final product. And it's okay not to have all the answers, and to talk about what didn't work.

#### **Crisis planning**

A sometimes painful, but essential, part of the communications plan is to be prepared for potential crises. As mentioned above, rebranding involves shaking things up for employees, some of whom might not be interested in adapting. From naysayers to disgruntled employees, unveiling a repositioned (and rebranded) company often comes with more risk factors than when you are launching a new one.

There have been extensive studies on the creation of crisis plans. The basics include creating an outline of what possible scenarios might occur, developing

\_ Continued on next page

plans to address these issues, drafting top line messages around areas that will be examined, and identifying who will be official spokespeople., In every instance potential effect on customers, employees and other stakeholders must be considered. They must have ways of contacting company for information. Immediate response is critical. Answers to potential difficult questions must be developed in advance.

#### Context

It's important that the reasoning that inspired new corporate positioning, and a corporate identity to reflect it, is clearly communicated in advance of the change as well as at the time of public reveal. Without this critical background, there is greater risk of negative or confused reactions rooted in inaccuracy.

#### Level set

A repositioning can come in all shapes, colors, sizes and phases. Make sure you communicate what kind of initiative your company is undertaking. Is it an evolution in the organization's product and services? Does it completely abandon the company's heritage and take a new direction and enter new markets? This level set goes into the context.

#### PR news brief

#### ICF acquires Olson for \$295M

Consulting firm ICF International has moved to acquire Minneapolis consumer ad/PR/digital agency Olson for \$295 million in cash.

Olson, with 545 staffers, posted \$126 million in revenues in 2013. In addition to its Twin Cities base, it has offices in Chicago, Toronto, Austin, San Francisco and New York. The firm will continue to operate under its name.

Fairfax, Va.-based ICF handles a wide range of services, from strategic communications and policy consulting, to IT solutions and management consult-

Its major projects, many government based, included the Louisiana Road Home disaster relief project after Hurricane Katrina and consulting several regional governments about developing plug-in electric vehicle readiness plans.

Olson executives said they chose ICF over a number of potential suitors, including traditional ad holding companies, because it seemed like a complementary fit. CEO John Partilla called the deal "an additive and innovative move" that benefits clients and will drive growth of the agency here and abroad.

ICF Chairman and CEO Sudhakar Kesavan said clients are more often relying on mobile platforms, social media and digital for interactions with customers and stakeholders, adding that the Olson acquisition will help the company guide clients through the "digital revolution."

ICF, which had second quarter revenue of \$263.9M, said it will make the purchase with cash from private equity firm KRG Capital Partners and other minority shareholders.

Fifty-two percent of ICF revenues were derived from federal government work in Q2..

#### Take the high road but don't be silent

company repositioning rebranding is usually met with criticism so it's important to be prepared to receive it — in public and on social media. Choose wisely which negative reactions you're going to respond to and use those interactions as a way to inform and emphasize the context that inspired the overhaul in the first place.

No one would argue that creating a brand from scratch isn't a formidable undertaking, but the clean slate it affords can be quite welcome when compared to the potentially contentious elements of moving an old brand into

the future. Recognized brands generally have a more firm foothold in the market, or are trying to hang on to an already established position. We know that old habits die hard. So, to be successful, repositioning teams need to work with, not against, those who may be resistant to change. By focusing on understanding the subtle nuances attached to a brand and a culture with a complex history, your marketing team and executive initiatives have a much greater chance of success.

Sabrina Horn is the Founder, President and CEO of the Horn Group,



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# How analytics can help brands become publishers

Brands need to get content right; it's now or never. There's been a lot of talk that brands need to think and operate like publishers, but in order for this to happen, communicators need to change the way they think and operate.

By Michael Brito

ontent and media are omnipresent and demand our attention. There are no shortages of mobile devices either, and everyone with a device is a content creator, which adds to the surplus of content generated each day. As consumers of content, we are subjected to 3,000 advertising messages per day. This doesn't include other forms of content such as blog posts, status updates, tweets, videos, emails, text messages, etc.

Of course, most of us can barely consume, much less comprehend, 285 pieces of content in a given day. This attention deficit is the same reason why the average Facebook user has about 300 friends. Our brains are wired so that we can only consume a finite amount of information. The same is true with maintaining online relationships. Multitasking and having multiple devices is a cultural norm.

There is also a significant delta between the amount of content in front of us and our ability to understand and interact with it. This is why we have tunnel vision. It's a natural defense mechanism so that we don't get too overwhelmed with everything going on around us. It allows us to consume content that is relevant to us at a very specific moment in time, and often times, our relevancy filter changes each moment. If you have ever been in the market to purchase a new car, you might have experienced this firsthand.

Finally, when it comes to purchasing products, there is no clear method to our madness. We may do research online, ask a trusted friend or conduct a poll on our Facebook page, i.e. thinking about an Android or iPhone. What do you all recommend? And the very next day, we may do the complete opposite. But one thing is for certain; our purchase path is open-ended and dynamic based on the types of products and services that we buy each day. What is predictable though is that our consumption patterns when we buy, research or just read content online are in fact, unpredictable.

Internally, brands have different challenges. A 2013 report from the Content Marketing Institute highlighted that 78% of B2B marketers have a hard time creating original content. And 44% of them do not

have a documented content strategy.

If you look at the aforementioned external factors and couple that with the internal challenges that face many marketers today, it becomes clear that it's not easy reaching a specific audience online; it's almost impossible.

#### **Getting the content right**

Content is how we reach a specific audience online in order to change a behavior. It's the gateway into the social ecosystem. But the reality is that the external landscape will not change just because your engagement numbers are low. And, it's only going to get worse.

So, in order to adapt, you'll need to evolve the way you think, operate and communicate with your customers and prospects. This means that you'll have to change your content approach or adopt one. The reason why many of us struggle with content, storytelling, and being able to scale our operations is because we don't take content serious enough. Many times it's an afterthought.

Content isn't a box you check, a bubble you fill in, or a bullet point on a presentation. It's more than search, more than realtime content and so much more than building a content marketing strategy in a silo. And you can only learn so much about content from clever blog titles like "10 Proven Tips to Do This" or "5 Smart Tricks to Do That."

Just as there is an art to storytelling, there also needs to be a strategic and operational plan that can help you create and distribute content; integrate it across paid, earned, shared and owned media; and measure it effectively. As a marketer or a brand manager you must move beyond the content marketing buzzword and commit to becoming a brand publisher.

Introducing content as a service (CaaS)

# The CaaS model is meant to address and solve for both the external challenges of reaching your target audience, and also the barriers you face internally. The goal of CaaS is to ensure that content is considered a strategic imperative for business today, making it key for business and marketing

The model is broken down by four separate work streams — grounded in analytics

objectives.

— and supported by an operational framework that's meant to facilitate integration at key touch points.

**Social narrative development.** Both a quantitative and qualitative analysis are needed to craft a story that can break through the clutter, reach new audiences and to tell a better story than your competitors.

**Social channel strategy.** Brands struggle with social media because they are using it just to amplify and distribute all content and

tell every story in every channel. This approach dilutes the message and contributes to the content surplus that many people ignore. A social channel strategy aligns specific brand stories with digital channels to ensure high quality storytelling.



Michael Brito

Participatory storytelling. Brand storytelling is more than just distributing branded content, native advertising or creative campaigns on Facebook. It also involves mobilizing employees and customers to participate and feed the content engine with relevant stories told through their lens.

Content performance and analysis. Rather than measuring content (status update, press release, blog post, tweet) at the "social network" level, there is more value measuring content at the actual content level. At WCG, we use what call the Branded Scoring Content Approach where we score each piece of content that gets published online on a 1-100 scale. High performing content ranks higher on the scale, low performing content ranks lower.

Content Operational Framework. This is an operational step that spans across each of the four work streams above. It's a consultative approach that helps our clients structure their teams, assign roles & responsibilities with internal stakeholders and others agency partners, invest in the right technology and build a content supply chain (editorial process that facilitates the movement of content from ideation to distribution) that can scale. Essentially, it's helping brands build a newsroom organization.

Michael Brito is a Group Director at WCG, a W2O Group company. •

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# Tech PR's move from storytelling to storyshowing

Public relations professionals have always been storytellers. The ways in which people prefer to receive information today, however, have shifted, placing a higher value on visual content as opposed to written. Visuals are processed 60,000 times faster in the brain than text, so it would make sense that the age-old method of storytelling needs to evolve with the times. In order to stand out today, communicators must do more than simply tell a story — they need to share stories as well.

By Rory Schaff

he rise of the Internet and smartphones, paired with the popularity of social networks, has created a new breed of customers with fly-like attention spans. Traditional methods of communicating aren't working like they used to. It may be a whole new ball game now, but it's an effective one.

The problem is, it has become a little too effective. People are now inundated with stories shared across the Internet. What's happening as a result? A transformation in storytelling is taking place. Content must become easily digestible so a brand's voice can be heard above the fray. To do so, one must not simply tell a story. One must now show the story. The result is the introduction of visual content marketing. But does the application of this method make sense in the business-to-business tech space?

I've found that when we recommend using social media to tell a brand's story visually, B2B tech brands are the hardest to convince. It's easy to see how visual storytelling fits into the PR and marketing efforts of a business-to-consumer brand, not only because it suits the audience but also because the multimedia visuals are typically more appealing to the eye. It's difficult to make microchips and Big Data look sexy, but it can be done. And it should be done because communications is no longer about storytelling. It's about storyshowing.

The first step to storyshowing is knowing the story a brand wants to tell. For a company like Intel that has a long history to build on, creating a story comes easier. For smaller or emerging B2B tech brands, they need to pull from their beginnings, no matter how recent, and tie that into the technology they're creating and how that solves a problem for their audience. While the story is the foundation, content built upon the foundation must align and be sturdy enough to support the whole structure.

What topics, trends and verticals can a brand provide point of view on? This is where the meat of the day-to-day content comes from. The way in which a brand relays that content must change, though. Press releases, white papers, blog posts, etc. still play a critical role in telling a brand's story, but driving and maintaining engagement around PR collateral has become trickier. Visuals are not only encouraged, they're highly recommended to first show the story you then want to tell through supporting content.

Storyshowing comes in many forms, including images, photographs, infographics and videos. A balanced mix of these forms will keep an audience more engaged. In fact, posts with visuals receive 94 percent more page visits and engagement than those without. Brands don't have to look far to find inspiration for visual content, either. They can play off of their key differentiators, end users' stories, company culture, and more.

Take a look at IBM. On the face of it, its areas of expertise might be difficult to explain; however, IBM takes a different approach when telling its story. IBM doesn't just look at its technology, but the benefits that technology brings to end users. IBM's Tumblr account alone is testament to how creative a B2B brand can get with visual content. Why write a blog post about cloud computing solutions, when you can create a video that speaks to the benefits of cloud computing and incorporate that into a short post? Similarly, a data storage brand can post an image of a server room with a text overlay of a key data stat from their recent survey. This could link back to a report on the full survey results. The content may not be obvious at first, but the options are endless, and thanks to new tools, they're easy to transform into visuals.

From Vine to Canva, the tools with which to create visual content have grown exponentially with the demand for it. You no longer need to have a degree in graphic design to create stun-

ning visuals. Start with a tool like Adobe Color to determine a color scheme. Next, use a tool like Canva to create an image that visually explains the message being relayed. Then upload that image to social channels



Rory Schaff

and watch engagement increase. Content like this can easily be created and posted in a matter of minutes. That visual content will then begin building up on social channels to show a brand's story.

Even if the visual content is there, however, if it doesn't show a consistent story and tie back to a brand's end goal, it's all for naught. The approach taken to storyshowing should always spur an audience to take action, whether it's a "like," "share," or a visit to the brand's website. This is why it's important to not only create visual content but make it engaging. Take the audience on a journey through videos and images and help them come to a conclusion about a problem they're experiencing. You never know when one image could turn a prospect into a customer or a customer into a brand advocate.

I find it ironic that storyshowing in the B2B tech sector is often not factored into PR efforts because it's through this very technology that modern-day storytelling came about. Advancements in the tech sector have enabled brands to reach larger audiences and do so in such a way as to turn them into brand advocates. Now that's a story to show, and B2B tech brands need to get on board or get left behind.

Rory Schaff is Online Services Supervisor at McGrath/Power Public Relations. •

# **Breaking into the International CES**

In January, the 2015 International Consumer Electronics Show hits Las Vegas, and will welcome more than 100,000 attendees and generate billions of media impressions, with brands ranging from the largest global consumer electronics manufacturers to the youngest of start-ups. Here's what a smaller company can do to get noticed and make a big splash in front of an influential global audience.

By Melissa Vigue

ES has grown massively in terms of size and scope in recent years. Even brands typically not on the electronics spectrum — think Trojan or Reese's — have begun showing up at the international event.

When diving into an ocean where competitors shine with big booths and bigger spends, the key to gaining visibility is to find your niche and not to be afraid of taking calculated risks.

Here are five tips to keep the small fish afloat during the big show:

#### Keep it simple, and make it real

Too often brands try to make too big of a leap to tell a technology story that would rival the bigger players at the show. It's not about the bells and whistles, but about making sure your product aligns with trends that businesses or consumers are clamoring for. In 2014, one of the biggest stories was wearable tech. Who knew?

#### Take a risk

Don't be afraid to talk about, or even show, what might be the future of your industry. Concept products drive major coverage and buzz. As long as you talk about them enough to show why your brand should and could be the one to conceptualize the product, it doesn't matter if the product comes to market. But it has to be based in reality. If you are an appliance manufacturer, you likely shouldn't showcase the future of TVs.

#### Find your niche

Who is your target audience? Is it moms? Sports enthusiasts? Gamers? Educators? CES is no longer limited to the main stage. There are niche zones for everything from health tech to fashion. Surround vourself with others in your target field and you will amplify the impact of your presence at the show. For example, several years ago, a client was looking to enter the CES waters and was concerned about competing

with the major players. Based on their brand promise, we recommended the MommyTech Zone, now in 2015 the Family & Technology Marketplace. By placing the brand where it was most relevant, we saw great success both on and off the show floor because the products made sense in the context of helping

#### Get off the show floor

There are ample opportunities to be a part of it all — even without stepping foot on the show floor. From pre-CES media showcases that draw more than 1,000 of the top tech, lifestyle and business media to intimate offsite events for influencers, there are options available that are impactful and cost effective, and often create disruption that captures

#### Amplify, amplify, amplify

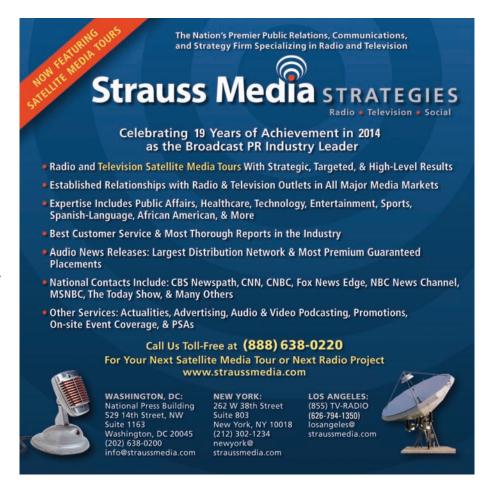
Whatever your team decides is the best approach, it should be leveraged across paid, owned

and earned media. Develop and execute a strategic communications and content plan to support. So Tweet that photo, post to Tumblr and don't forget to engage with others taking part in the conversation.

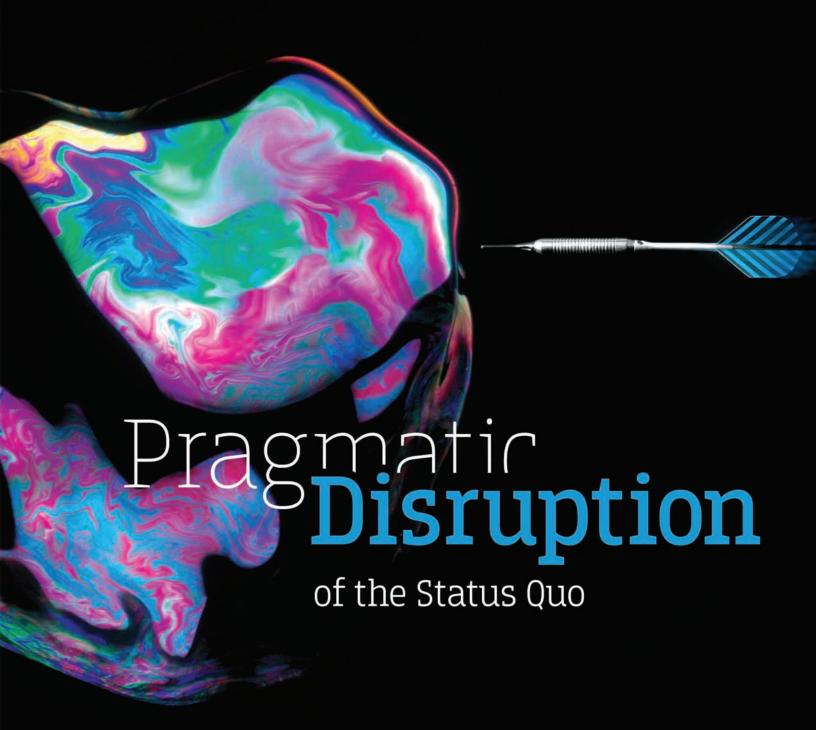


Melissa Vigue

Melissa Vigue is a Director at Peppercomm. •









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# Want to tell stories? Offer a strategic narrative

With the tech landscape as crowded as ever and new startups popping up daily, much focus and effort has been given to building a "story" that captures a company's essence, value proposition and market differentiation. While these are important attributes to corporate messaging, companies often find it difficult to craft truly compelling messaging that stands out. In short, tech companies should talk less about themselves, and more about the world in which they live.

By Guy Murrel

he challenge with traditional positioning and messaging approaches for tech companies is simple: it's often too inward and self-centered. It's like looking in a mirror, creating an image and then trying to convince an audience that what they are looking at is "special."

Winning companies, those that are leading markets and not just claiming to be a leader, are defining current market trends, shedding light on the future of the industry and asserting their role in advancing the adoption and maturity of the market segment. They often define new categories, processes and frameworks. And, they share them freely. Instead of creating a traditional mission statement that sounds similar to every other company in their space, they're creating a strategic narrative.

PR teams and professionals, both internal and external, are positioned to lead the development of strategic narrative messaging. Done right, it establishes a company as a market driver, and provides the purpose an organization rallies around to drive ideas forward, attract customers, inspire employees and define a focused "cause" that is clear and easy to understand. It also gives PR and marketing teams compelling themes to engage influencers, create meaningful content and resonate with a wide range of audiences in a manner that is less about "our solutions," and instead about understanding and solving their industry challenges.

Here are some guiding tenets for crafting a strategic narrative within the context of the high-tech industry:

Add context to mega-trends. Technology is disruptive by nature, and in many cases, a mash-up of industry dynamics that are driving or creating new market spaces. The strategic narrative provides an opportunity for companies — from startups to *Fortune* 500 — to provide insight and context into the trends that affect your company, customers and the industry at-large. Providing a viewpoint and opinion on what's happening outside of your own company is a great start to get an organization to think big.

Define and honor the category. Along with mega-trends, make it a priority to champion the overall good of your category or market space. How can your company play an active role in advancing the adoption and shaping the evolution of the category? Take the opportunity to step outside of your company to define the category as you see it. Is there a process or framework you can develop and "give" to the industry as a means of showing leadership? Better yet, many companies find themselves disrupting traditional industries. This provides an opportunity to define a new category. Or, as often is the case, to modify an existing category. A good example is our client, CodeFutures. The company provides a streaming, iterative approach to Big Data processing. Because it aligns with Agile software development methods, the company is now championing "Agile Big Data." These are two already understood market categories that we have helped them blend into a single approach. People grasp and understand it quickly. And, there's no "convincing." It instantly elevates messaging at the industry level, and provides countless themes and thought leadership opportunities for the company.

Shape a Better World. Most companies have a vision statement. However, many that we see are much too focused on their capabilities, as opposed to what their clients care about. Having defined the industry and the trends shaping it, and gone into depth on category advancement and contribution, the strategic narrative is ready for the company's future vision for the overall industry served. Where would you like to see your industry in five or 10 years? What contributions can your industry — not just your company — make?

**Define your role.** Now that the industry and category work is compete, move toward defining your company's goals, course of action and the overall role you will play in the world you've defined. What is the company vision for innovation? How will it benefit customers that are grappling with the disruptive megatrends you've defined?

Be industry inclusive. Don't fall into the trap of defining a strategic narrative that "only applies to us." If you're defining or have a goal to re-shape an industry — welcome visitors, including competitors. It's actually a great achievement to have the competitors follow suit in how

you're shaping industry perceptions and driving change. Another client of ours created a sub-category within the security industry. After a year of promoting and championing the "10 Tenets" of the category, the new seg-



**Guy Murrel** 

ment was included as a speaking track at a major industry conference. A huge win for a small company!

Include everyone. The strategic narrative needs to touch each and every employee, partner, customer and influencer in the market. With vision, a clearly defined industry role and company strategy, the strategic narrative provides a guidepost for the company. Functionally, it also can unify various departments, including customer service and support, and human resources, and provide technologists with aspirational, high-level goals for product development.

Creating a singular, clear and compelling story for an organization is a challenge. By approaching positioning and messages at a higher level, many tech companies find a renewed sense of purpose and realize a multitude of benefits both inside and outside the company. Also, creating a strategic narrative should include input from a range of stakeholders — the more buy-in up front, the better. We recommend, and often facilitate, a workshop-style strategy session where stakeholders can open up, share ideas and vision, and help shape the strategic direction of the company.

Guy Murrel is Co-Founder and Principal in charge of strategic messaging at Catapult PR-IR. •

# Do you really know the competition?

**Knowing your competitors is essential to your company's** success. Positioning, marketing objectives and programs based on effective differentiation play a critical role in acquiring market leadership, and failure to differentiate oneself is a sure path to positioning that wastes resources, frustrates the sales process. and ultimately, misses the mark.

By Julie Karbo

ou know that your product is the best thing out there — and it very well may be — but don't be egotistical enough to think people will take your word for it. Due diligence is required. You have to be prepared to prove it to the rest of the world and answer the tough questions.

We do a deep dive with all new clients. We interview executives, review existing research, speak with customers and, when feasible, conduct primary research. We strive to understand our clients' products, markets and the company as well as the internal team does. One of the essential areas we seek information on is our clients' competitors. We won't settle for — "We don't have competitors" or a high level statement such as "Our product is faster and cheaper than anything else on the market." Frequently this is an unarticulated wish that if somehow we don't acknowledge the strengths of our competitors, others won't consider competitive offerings. Pay no attention to that man behind the curtain. Your customers

PR news brief

#### Finn Partners grab UK tech firm Johnson King

Finn Partners has acquired London-based Johnson King with plans to integrate the European tech PR firm over the next year.

Tech journalist Mike King founded JK in 1992, later expanding to France and Germany with clients like Silver Peak, Gigamon and Kaseya. Ingrid Daschner, Claire Ayles and Flora Haslam are partners of the firm, which posted annual fees of about \$3 million with 20 staffers

FP President Peter Finn said tech is one of his firm's largest practices and the move strengthens its global team in the space, adding staff in Paris, Munich and London. He said JK had been in talks with agencies for the past year about a deal.

FP London chief Chantal Bowman-Boyles will now head Europe for the firm.

Finn Partners spun off from Ruder Finn in 2011 and counts 350 staffers in seven US offices and four outposts overseas. FP acquired travel specialist M Silver in 2012 and Widmeyer Communications last year.

know you have competitors. When they seek to buy — especially when they're investing significant amounts of time and/or money — they know exactly what their options are, how your features and benefits compare to the market leaders and innovators, the total cost of ownership, who their marquee customers are, and a number of other factors. If you're seeking funding, potential investors will ask very specific questions about differentiation from your competitors so they can undertake due diligence. Reporters will ask you about this in almost every interview. That coveted hire will be smart enough to research your competitors to ensure your company represents a smart career move. And if your competitors are smart, they're crafting ways to differentiate themselves from you and exploiting any real or perceived weakness. If they aren't doing it now, they will when you launch your company or a key product and your PR results start pouring in.

There are several things we do to clarify differentiators and uncover potential positioning landmines. You should undertake these tasks prior to the positioning process:

Review analyst market research. If you're in an established market, there are market analysts that spend a great deal of time studying market participants and their products, customers, the purchase process, economic factors, etc. Take advantage of their extensive knowledge.

Have your product and sales teams collaborate on a competitive matrix that outlines key features and benefits vis-avis your competitors. It surprises me when we start working with companies that haven't given much thought to their competitors other than a very high level comparison, frequently with nothing in writing. The exercise alone is crucial and the resulting information will ensure that others in the company have the ammunition they need to develop plans which are more likely to be effective.

Thoroughly review your competitors' messaging, marketing content, social media and press coverage. This information is easy to find and your PR agency can pull together a thorough analysis.

Map out each competitors' publicized road maps. Many executives will talk about this in interviews, webinars, and on their websites. Or others they've spoken to will repeat what they've heard. Sign up for competi-

tor feeds, marketing distribution lists.

Be able to answer questions such as "Why do you tend to win business in bake offs against competitors?" and "Why do you lose sales to competitors?"



Julie Karbo

These elements are absolutely essential. If you have the luxury of being able to take a top notch approach, consider customer audits conducted by your communications team. When I managed accounts at Regis McKenna, Inc., then the premier technology marketing and PR firm, we required that our new clients undertake periodic external audits. We would interview the key external stakeholders including analysts, customers, press, and other influencers. We crafted questions that were designed to get at real motivations, biases, requirements, purchase influences and processes, emotional triggers, perceptions of our clients and perceptions of their competitors. Invariably the audits exposed important information that had been 'hidden' from the company's teams.

These interviews can also help PR representatives more effectively speak for stakeholders when you develop content, pitch reporters, talk to market analysts, etc.

So take the time to possess the highest degree of market intelligence. You can choose to take short cuts, but are you willing to bet your company on a lack of competitive vision? Will your competitors take that chance?

Julie Karbo is Founder and CEO of Karbo Communications. Inc. •

# **Tech's corporate social responsibility opportunity**

Technology companies have long focused on the next great innovation, offering greater access at faster speeds, with more relevance and glint. From developers of wearable healthcare to mobile banking, the question has always been: "What's next?" or "What's better?" However, the tech industry is missing an opportunity to innovate in another arena: being the first practitioners of real corporate social responsibility.

By Peter Prodromou

ntil recently, I've seen an industry tempered with a herd mentality. Tech companies have done a brilliant job promoting the idea that technology should be celebrated and applauded ... agnostically. They operate under the guise of developing the next ease of access and leave it to the market to determine the morality of it all.

In some ways it's a good thing, but I challenge our tech innovators to be the first to practice real corporate social responsibility, not just for the sake of PR — but because starting a conversation about the negative implications and unintended consequences of all these shiny devices is the right thing to do. And it's how a tech company in today's digital age will instill trust and generate a legacy as one of the greats.

Healthcare innovations have evolved from pedometers and clunky heart rate monitors to more advanced fitness trackers and smart watches that measure body temperature, calorie consumption and physical exertion. The number of wearable-tech and smart-everything owners continues to skyrocket. A natural progression of technology, these devices allow consumers unprecedented ways to monitor and improve their health.

The benefits are exponential: medical emergencies can be detected in an instant and people are able to better regulate their own health. Banking, too, has never been easier or more convenient. Mobile payments are revolutionizing the way economies grow.

At the same time, by its very nature, technology has unleashed a behavior of shared information that makes us much less secure. We, as consumers, have chosen to give away liberties at the expense of innovation. Our once highly guarded health and financial information is now placed in easily accessible places.

In effect, our whole generation has lost its sense of security. We've given in to the reality that if someone wants to

find out personal information such as a social security or credit card number badly enough, they will. It's an inevitability.

Privacy has become an old-fashioned notion. The consequences of living so openly are brushed off in favor of modernity. But the troubling fact remains that nearly half of companies have suffered from at least one security incident in the past two years. Hacking has become an industry of its own.

Yes, technology companies live and die by their next product, but they also have massive potential for positive societal impact. How much of their time has been spent on the rising theft and criminal activity ... or on the disruption of the monetary systems because people are better able to crack the code? What are the safeguards for this unbridled innovation?

In every era, there exists a phase for discovery and regulation. Take the auto industry as an example. With a product that posed safety concerns from the beginning, car manufacturers have continued to develop and revolutionize car safety and security systems — from the first head lamps to today's pedestrian airbags.

Tech, however, is a sector that has yet to come out of the age of discovery. Innovation is continuously placed at the forefront. But the past also teaches us that it's only a matter of time before the government steps in and enacts forced regulation. It's already starting. California is one of the first states to address consumer privacy issues with regard to mobile health apps.

Another result is that these years of placing innovation first has made it difficult for companies to sustain a value proposition. Without a theme or narrative thread reflecting corporate identity to pull through in marketing and PR, it's harder for consumers to latch on and create a lasting relationship with the brand.

But the tech company that strays from the herd first — and creates a dialogue around how to enjoy the positive things about technology, while educating people about protecting their personal information — will be the one that leads morally, ethically and in market share. It will generate a reservoir of goodwill with the public that can help provide insulation from criti-

cism that every outward-facing, public corporation in America eventually encounters.

The most important element, however, is to do it for the right reasons. When you take on a public education campaign, you're going to get the



Peter Prodromou

halo of doing it, but that shouldn't be your intent.

By working with the government to enact change, the industry will have an opportunity to be more self-governing and harbor more control over the process. This exploration of corporate citizenship will organically spur the right policies that are pro-business and pro-consumer. This approach itself fosters positive public reception along with a natural behavioral change that comes with maturing attitudes.

That being said, there's no need to waste efforts on my generation. It's too late. Two generations from now — my grandchildren — are the ones to be saved by this. They can still be taught how to protect their identities and use the web without sacrificing privacy or their senses of self.

The notion of teaming up with a partner willing to make a real difference is thrilling. I hope one from the masses rises to meet this challenge. Because, as we all know, legacies aren't built overnight — and in this digital age more than ever, great ones require a departure from the norm.

Peter Prodromou is President of Racepoint Global.





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# Real tech marketing strategies trump buzz any day

These days in Silicon Valley, PR is about buzz. Nothing specific, no strategy — they just want something, anything, that produces continuing, general-purpose noise associated with their products or services. When you hear someone say this is what they want, you can bet they have no idea of the real value of marketing public relations, or what it can do.

By Dan Garza

igh-tech PR has taken on a number of directions, labels, and tasks over the years, buzz being the latest. People used to talk about PR saying, "get us ink in the press." Then, that phraseology got a bit more sophisticated, and PR agencies and professionals alike began saying they were getting "mentions" in the press. The idea behind it was to pitch the editor in hopes he or she would include their product in their round-up articles. Even the slightest mention got a lot of praise.

Along with that terminology, there were also catch phrases like "positioning," which took the PR ranks by storm. Some marketing people immediately misunderstood it to mean "product positioning," or how you "positioned" your product with customers via printed matter. Some even thought positioning meant how many product specifications you could get in print.

Jack Trout and Al Ries are credited with coining and defining the phrase, "positioning" and they wrote a book about it. According to Trout and Ries, "Positioning is not what you do to a product. Positioning is what you do to the mind of the prospect. That is, you position or place the product in the mind of the prospect."

To put it another way, you're creating a niche in the market for your product or services via strategic communications to the market and prospective customers to build awareness, visibility, product preference, and help to create a favorable sales environment.

However, back then, so-called experts clamored around PR office cubes to make sure product positioning was strongly embedded in news releases, product backgrounders, and the like. Meanwhile, trade press editors hated it because that content was just too promotional and superfluous. They needed more generic system design issues and solutions that their readership sought.

That silliness continued for an extended period. For example, a Silicon Valley marketing Vice President hastily called a

meeting to gather his marketing minions and myself. I'd ghosted a contributed article for a company marketing manager, basically following sound editorial tenets. However, the marketing VP found my manuscript severely lacking his product positioning.

He read me the riot act in the meeting, his subordinates looking sheepish and embarrassed. He declared the piece needed that much vaunted product positioning and instructed that it be re-written to prominently highlight product features and functions. Instructions were followed to the letter. After the piece was submitted to the trade magazine, it was severely edited. A 2,000 word article was cut down to a mere 500 words. That marketing VP never said another word about product positioning to me again.

The product-positioning era slowly gave way back to the basic, yet tactical and random product news releases, one after the other. Those product releases gave junior editors the job of cutting the verbiage down, and those product announcements landed in the back of the publication under the "New Products" section. So much for the hours spent at the executive level worrying the news release copy and getting it right the corporate way.

#### People still don't get it

In many cases in the tech marketing world, the human brain is not able to process or accept, for whatever reason, the concept of a strategy or methodology to develop, implement, and sustain a strategic public relations program. No clue whatsoever, and those individuals just keep trudging along with random, non-strategic maneuvers that usually don't get them to their goals. The goal is to effectively communicate to reach market audiences and pre-sell them on tech products or services — set the stage so to speak to create a more favorable sales environment.

Here are a few examples of the human barriers, bottlenecks, beliefs, and practices these individuals have that prevent them from achieving effective marketing PR Top exec wants only to get into the business press to pump up stock value. This is the "get me into *The Wall* 

Street Journal" mentality. But he/she has no idea of the story they have to tell.

A top exec with only manufacturing experience chastises a sales and marketing pro. He adamantly wants the pro to get on the phone



Dan Garza

with customers to sell the product, rather than getting his articles published in the trade press to reach greater buying audiences.

A veteran sales exec still uses 1980s sales techniques. He states emphatically that writing and publishing articles and upgrading web content is "a waste of time."

Marketing execs are dead set on solely getting buzz via Facebook. Get a lot of likes, get short blurbs through Twitter. That's it.

Tech entrepreneurs feel their product is the best thing since sliced bread and that people will beat a path to his doorstep. No expense needed to market that product, it sells itself.

There are a few PR practitioners stuck in the past. Unbelievably, it's still happening: professionals plying 1950s PR that conjures up visions of the fedora-wearing tipster phoning in a hot story. Don't roll your eyes. I've seen that happen in Silicon Valley in recent years. "Pick up the phone, Dan!" the PR agency head used to bark at me. Sorry, Joe, those days are long gone.

So while technology is persistent about blessing us with highly efficient ways to conduct effective PR, in many cases unfortunately, the human mind continues to be the bottleneck to reach logical and strategic planning to perform PR in a more businesslike manner.

Continued on next page

#### **Getting on the right track**

Presently, content marketing is creating a grand presence and has the greatest promise of elevating high-tech PR into that more businesslike manner. It's the new catch phrase and it's beginning to get traction, although the likelihood is that it's being interpreted in various ways, and perhaps, focusing on less effective means of communicating PR messages. The point is content marketing puts marketing PR in the limelight. And in many circles, it is highly welcomed. With content marketing, there are greater opportunities to exercise strategic public relations.

However, the level of strategy and success involved in a PR program rests squarely on how and whether or not the PR professional gets involved with his or her sales and marketing colleagues and company top execs. The strategy for creating a sound program lies on the quality and depth of collaboration conducted between the PR individual and those sales and marketing professionals.

Most often, it's the savvy PR professional who applies the knowhow and leadership to maintain effective collaboration and obtain the necessary content on which to create a hard working and sustained communications campaign. It's his or her job to sway sales and marketing away from overly concentrating on tactical selling and more on placing emphasis on deploying strategic PR to effectively reach targeted customers to pre-sell their products.

#### **Check out contributed articles**

A strategically developed and implemented contributed article program, for example, is a proven strategic way to pre-sell customers and turbo-charge content marketing. If exercised correctly, a content producing program like this creates a cascading effect.

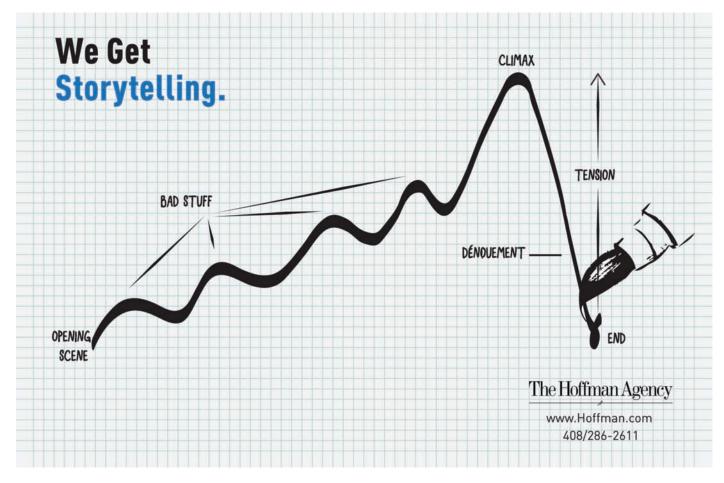
That means original published content goes viral, building even greater awareness and visibility, thanks to search engine optimization, Google, Bing, and other Internet search engines. Something important to keep in mind, customers from B2B high-tech markets routinely go to vendor websites to get answers and other vital information. Those websites stocked with rich customer-informative content from a sustained published contributed article program pay handsome sales dividends.

That published content is also the basis for re-purposing it into a multitude of marketing tools, including web content, social media, as well as more traditional ones like white papers and technical backgrounders. The beauty here is that contributed article content becomes the standard or content oasis from which to draw the specific marketing messages and fold those into the social media programs like Facebook, Twitter, and others. As far as YouTube videos, the content replete with strategic messages can also be drawn from contributed article content. Furthermore, blogs are created by re-working and rewriting the content into the right style and tone aimed at the right technical customer audiences.

Lastly, you can bet that market influencers like business editors, financial and market analysts, and the general press want to stay ahead of the technology curve, so to speak. These individuals cover a specific area of technology on a daily basis, and they want to stay well informed and know about how well tech companies they are following are performing. The best way to convey that tech information is via published contributed articles — not just one every now and then, but a sustained blitz of strategic articles published over a 12 month period and into next year.

Now, that's the real deal, exercising strategic PR, and it's far more effective than generating buzz.

Dan Garza is a marketing PR professional and veteran observer of Silicon Valley PR. •



# D'Dwyer's HIGH-TECH & TECHNOLOGY PR



The Copernio team oversees a video shoot for client Raytheon at the Los Angeles County Sheriff's Department announcing their new mobile data computer systems.

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**Jonathan Heit**, *President and Senior Partner* 

Allison+Partners is one of the world's fastest growing communications firms, which has built a culture without boundaries between 18 offices on three continents. The firm is organized around seven global practices: Technology + Digital Media, Consumer Marketing, Corporate, Global China Practice, Health + Wellness, Public Affairs, and Social Impact.

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Media practice group has enjoyed a particularly strong year with growth in both the enterprise and consumer practice. Building on a heritage of standout work for clients such as Samsung Electronics, UL and Mozilla, we have recently added global engagements for clients such as Motorola and iRobot. Our technology bench is deep, and also includes work for Pioneer, Weebly, WhatsApp among many

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Headquartered in San Francisco with offices in New York, Bateman Group was founded in 2004 with a goal of creating the technology-focused PR agency of choice for startups and established market leaders alike — a different breed of agency where content development is a core competency instead of a liability. Bateman Group is distinguished by its people-first company culture and progressive workplace policies. By assembling and retaining a stellar team of the top communications strategists in the industry, Bateman Group maintains one of the highest employee and client retention averages in the industry — turnover is typically no more than 5 percent and the average client relationship averages four years. The infinity symbol adjacent to the brand is meant to represent the interlocking nature of the agency's relationships with both its people and partners.

Clients include: AdRoll, Animoto, App Annie, Bunchball, Clari, Code42, EchoUser, Google For Work, Google Cloud Platform, Invoca, LightSpeed Retail, Lookout, Netskope, Numerify, Ping Identity, Pure Storage, Sharethrough, Sitecore, Recyclebank, Ticketfly, Virtustream and Xamarin.

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**Terri Douglas**, Co-Founder and Principal

Ranked the leading technology PR agency in Colorado, Catapult PR helps B-2-B technology companies establish market-leading positions through strategic positioning and messaging, aggressive media and industry analyst relations, and social media and community building

community building.

Hence the name, "Catapult."
The firm is expert at coordinating and executing high-impact company/product launches. Its work around strategic narrative development, starting with a full-day workshop, helps tech firms define and own market

categories. From startups to large enterprises, Catapult has deep expertise in all major vertical markets, along with years' long experience in application development, cloud, big data, commercial wireless and enterprise platforms that disrupt market norms.

Catapult's success stems from its personal and professional service, along with partner-level account involvement and strategy. It is the preferred agency for technology companies looking to establish and build market-leading positions.

#### **COPERNIO**

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#### Susan van Barneveld, CEO

Copernio has been leading the public relations revolution for 55 years with its philosophy that sound business strategy merged with new technology is the key to achieving long-term client satisfaction. Our multidisciplinary approach enables us to effectively integrate broadcast and print media with innovative digital and social media initiatives for start-ups through *Fortune* 100 clients, which has resulted in numerous industry awards.

With a strong client base in the consumer electronics, aerospace and defense, high technology, manufacturing, healthcare and green initiatives arenas, Copernio's clients are recognized as category leaders in their respective niches. Copernio prides itself on the long-term relationships established with the media that bring stability, continuity, perspectives and innovation to our client's initiatives.

Copernio's team is comprised of specialists with expertise in areas specific to our clients' needs, products and services. With an affiliate network that spans the globe, Copernio is a rare breed of boutique agency with its balanced mix of domestic and international clients.



Director/Executive Producer Michael Bay (far right) on the China set of "Transformers: Age of Extinction," from Paramount Pictures. IMAX has developed the world's first fully integrated dual 65mm 4K digital large-format 3D camera, and the Coyne PR team leveraged the launch of the 3D Digital Camera in an effort to reinforce the IMAX technology story with existing fans while drawing interest from tech enthusiasts.

Photo credit: Andrew Cooper.

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CooperKatz & Company offers full-service public relations capabilities to a national client base. We have a 18-year track record of developing creative, high-impact, technologyfocused communications programs for such clients as AWS Weatherbug, Cappemini, Carrier, Fisery, MSN, Otis Elevator Polar, Telcordia Company, Technologies, Teliris, TowerGroup, Virgin Mobile, Windows Phone, Ziff Davis and Zipcar.

Our technology expertise covers both B2B and B2C organizations across a wide range of industry sectors. Clients leverage our award-winning team for needs including: brand positioning, media relations, industry analyst relations, social media / digital strategy and execution, editorial services, new product introductions, special events, advertising, video production, collateral materials, design and more.

CooperKatz has won numerous industry awards including "Best Agency of the Year" in our size category from The Holmes Report and "Best Places to Work in NYC" from Crain's New York

Connect with us on the web or via Facebook, Twitter, YouTube, Google+ and LinkedIn.

#### ..... COYNE PUBLIC **RELATIONS**

5 Wood Hollow Road Parsippany, NJ 07054 973/588-2000 www.coynepr.com

5 Bryant Park, 28th Floor New York, NY 10018 212/938-0166

12400 Wilshire Boulevard Suite 535 Los Angeles, CA 90025 310/395-6110

Thomas F. Coyne, CEO John Gogarty, Executive Vice President Brian Murphy, Vice President, Consumer Technology Katie Seifert, Senior Account Supervisor

Coyne Public Relations has established itself as one of the leading independent full-service firms in the country, representing an impressive collection of international corporations, top national brands and first-class organizations. No agency possesses a better combination of strategic perspective, business and technology experience, unbridled creativity,

and client-centered service than our nationally recognized firm.

Consumer technology PR is not just about being able to communicate a product's features and benefits to the "tech" community. While this audience is still important, technology has become a bigger part of pop culture. An agency's ability to effectively communicate its clients' technology to a broader audience is paramount to any successful communications program.

At Coyne PR, the consumer technology team is adept at taking what can be complicated technologies and communicating them to key industry constituents, while at the same time communicating the innovation to a much broader consumer audience. This one-two punch is one of the reasons why many leading consumer technology organizations look to partner with Coyne.

#### **CRENSHAW** COMMUNICATIONS

36 West 20th St., 5th Floor New York, NY 10011 212/367-9700 Fax: 212/367-9701 www.crenshawcomm.com olivia@crenshawcomm.com

#### Dorothy Crenshaw, CEO

Crenshaw Communications is 100% focused on helping technology clients reach their business goals through business and consumer communications.

We are expert at identifying, shaping, and communicating what differentiates a technology product or brand, and how to translate that difference into real customer benefits.

We offer in-depth experience in consumer and business technology products and services; marketing and ad tech; retail and etail technology; renewable energy; enterprise software; digital and mobile services; digital content/publishing; and wearable tech/therapeutics. Client experience includes successful programs for both established and emerging brands and companies, including Verizon Wireless, Silverpop/IBM, skobbler/Telenav, Purch, Exponential Interactive, Findaway World, Magzter, Retale.com, XPlenty, and ZetrOz.

#### **EASTWICK**

111 W Evelyn Avenue, Suite 210 Sunnyvale, CA 94086 408/470-4850 info@eastwick.com www.eastwick.com @eastwickcom Facebook.com/eastwickcom Linkedin.com/company/eastwick

Barbara Bates, CEO & Founder Heather Kernahan, Executive Vice President & General Manager Douglas A. Liddie, Executive Vice President & Chief Operating

Hi, we're Eastwick. We're a technology-focused communications agency, and we're here to help.

With deep Silicon Valley roots, we are geeky and breathe tech every day. We're eager to tell the world your stories - from enterprise, security, and data and analytics, to adtech, cleantech, healthtech, edtech, and consumer. We bring together public relations, content, social media, advocacy, creative services, and research and insights to help some of the world's biggest brands - and emerging leaders — create highimpact communications strategies.

We are tech communications. We get you. We get you noticed. We get you results.



The Eastwick Team.



Feintuch Communications is helping Krux, a data management solutions company, to educate advertisers, marketers and publishers on the risks of third-party data collection on the web.



5419 Hollywood Blvd. Suite C 727 Los Angeles, CA 90027 323/469-3397 Fax: 323/645-7054 www.edgecommunicationsinc.com www.edgewise.us.com

Kenneth Greenberg, President Sara Flint, Vice President

Established in 1996, Edge Communications, Inc. is an innovative all-star team of seniorlevel communications professionals, unified by a no-nonsense approach that builds companies, brands and reputations. Through "better thinking and relentless execution," we express our work ethic and our core value of premium, personal service. We complement our media relations expertise with a full suite of writing services. Our clients range from startups to members of the Fortune 1000 — in technology, professional services, emerging media and consumer products.

#### ••••• **FAHLGREN MORTINE**

4030 Easton Station, Suite 300 Columbus, Oh 43219 dennis.brown@fahlgren.com www.fahlgrenmortine.com Twitter: @fahlgrenmortine

Neil Mortine, President and CEO Dennis Brown, SVP, Technology Julie Exner, SVP, Technology

Fahlgren Mortine "thinks wider"

to bring the right mix of emerging and traditional communications to technology decision-makers at every stage of their journey. Building on a deep understanding of products and markets acquired through years of experience and primary and secondary research, our "What If?" strategic framework infuses creativity and discipline into the planning process to deliver solutions-oriented programs that create awareness, drive preference, generate leads and nurture prospects.

Named a Bulldog Reporter national Agency of the Year for the last four years, Fahlgren Mortine integrates a range of services required for success in today's multi-channel world, including branding, media and analyst relations, media connections planning and buying, content development, social media strategy and management, advertising and digital development.

#### ..... **FEINTUCH** COMMUNICATIONS

245 Park Ave., 39th Fl. New York, NY 10167 212/808-4901 Fax: 212/808-4915 info@feintuchpr.com www.feintuchcommunications.com www.PRWorldAlliance.com

Henry Feintuch, President

Tech PR has been part of our DNA for more than 30 years. Our team helps start-ups, rapidly growing firms and established enterprises to communicate about their products, serv-



In October, Finn Partners acquired Johnson King, a leading european-based B2B technology agency. Pictured from L to R: Peter Finn, Founding Partner, Finn Partners; Chantal Bowman-Boyles, Managing Partner, Finn Partners, London; and Mike King, Founder and Chairman, Johnson King.

ices and corporate values. We do that with journalistic sensibilities and solid business experience.

Today, few companies engage in vanity PR; they engage in programs to educate their stakeholders and to engage with their customers.

Preparing to launch an exciting social media platform or beta test a breakthrough ad technology? Looking to get industry analyst feedback on an enterprise mobile app? Or explain to shareholders why a security technology, biotech development or fintech algorithm may change the world? Is your new wind/solar technology gearing up to challenge conventional wisdom about alternative energy?

The senior-led Feintuch Communications team thrives on helping organizations to address their business communications challenges and position themselves to succeed in the marketplace. Our programs are designed to deliver business ROI; not just press clippings and status reports. We welcome the opportunity to partner with you to grow your business.

#### **FINN PARTNERS**

301 East 57th St. New York, NY 10022 212/715-1600 www.finnpartners.com

Howard Solomon, 415/348-2733

howard@finnpartners.com Alicia Young, 212/593-6343 alicia@finnpartners.com Chantal Bowman-Boyles, 44 203 008 8622 chantalb@finnpartners.com

Voted Best New Agency and Best Place to Work in 2012/13, Finn Partners is one of the fastest-growing independent communications agencies in the world. Technology is one of the largest practice areas within the Agency. The Finn Partners Technology team — which consists of approximately 90 technology professionals with 200 years of combined experience has worked across every sector of the industry and with technology companies of all sizes. And, Finn Partners is also home of the industry's only dedicated Mobile Communications Practice.

"Technology" as a stand-alone industry continues to shift and we are excited by these changes. Companies of all sectors are becoming "technology firms" with the proliferation of cloud computing and data analytics. As brands make these shifts, Finn Partners will be there to help them capitalize on elevating their reputations, too. As an example, through our efforts, community engagement for the world's largest association for technology professionals has exceeded some of the best known consumer brands — and

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- 24/7 Support
- MICE Support & Management
- Leisure Travel Cruise.com











Highwire PR San Francisco.

#### **FINN PARTNERS**

Continued from page 32

it continues to grow.

While our technology/business media and analyst contacts are wide-ranging, we pride ourselves on our comprehensive platform approach to create provocative, breakthrough programming. We understand how to build platforms that engage both B2B and B2C channels – which are no longer influenced by traditional PR alone. We are applying forward-looking digital and communications solutions, under Paid, Earned, Social and Owned media channels, to connect clients with influencers and propel their brands in the mainstream.

#### GREENOUGH

One Brook Street Watertown, MA 02472 617/275-6500 www.greenough.biz

Phil Greenough, CEO and Founder Jamie Parker, President

Brand storytelling makes Greenough unique. By framing the story to align market and media interests with our clients' agendas, we drive awareness, affinity and action with all the key constituents. The difference starts with our service model: each client is assigned a seasoned, tech-savvy account leader who creates a custom plan that taps our dedicated resources in media, content and digital marketing. Nested within a client's marketing plan, our programmatic approach ensures a creative and efficacious mix of paid, earned, shared and owned media. For earned coverage, our media group, comprised entirely of former journalists, stays singularly focused on engagement with their former colleagues. Meanwhile, the digital marketing team first actively listens and then maximizes the reach across the paid, shared and owned media. The content team continuously responds to the opportunities for owned and earned media ranging from long and short form text to graphical and moving media. This brand storytelling method is the backbone of our clients' communications marketing programs. Our 15 years of client experience includes public and private technology companies in seg-ments like analytics, security, mobile and enterprise IT.

### **GREGORY FCA**

27 West Athens Ave. Ardmore, PA 19003 610/642-8253 www.GregoryFCA.com

**Greg Matusky**, *President* **Kristin Elliott**, *Vice President*, *Business Development* 

Gregory FCA is an award-winning, full-service public relations firm with over 24 years of expe-

rience working with international and national technology firms, from start-ups to global corporations. Comprised of 50 professionals including former programmers and technology journalists, we understand how to translate tech speak into a business value story that results in measurable visibility and tangible lead generation. Servicing CRM, cloud-computing, enterprise technology, biotechnology, infrastructure and software applications, professional services, business and financial communications, mobile, social and ecommerce platforms, and consumer electronics in the B2B and B2C sectors, Gregory FCA provides strategic public relations. integrated digital marketing programs, lead generation campaigns, content marketing campaigns, social media campaign development, trade show support and speaking engagements, issues management, reputation management, investor relations, press tours, and media training services.

# GROSHELLE COMMUNICATIONS

709 Panorama Drive San Francisco, CA 94131 www.groshelle.com heidi@groshelle.com @heidigro

Heidi Groshelle, thinker, leader, doer

Based in San Francisco, the new heart of Silicon Valley, Groshelle Communications is a boutique firm that believes in rolling up our sleeves and really partnering with our clients. Over the past three decades, we have helped 200+ B2B and B2C technology startups and mid-sized companies build their brands and capture marketshare.

We are experts at securing coverage for first-of-a-kind consumer electronics, strategic enterprise software, mobile applications (Android and iOS), telecoms, and wireless innovations. In fact, we know, love and use technology — everyday — to deliver strategic and effective public relations for our global clients.

Our award winning campaigns have built international awareness of technology innovations including the first Plasma TV, The Firefly Phone, and OpenGarden, the first wireless mesh network. Others include ForgeRock, shapr.net,

QuintessenceLabs, SimpleScan.com, TokBox, and Webroot.

Groshelle Communications is the US partner for Europe's leading independent PR network, ComUnity.pro, covering 17 European countries with a unique Pay-As-You-PR approach to rolling out impactful campaigns.

Our Focus: cloud, consumer electronics, infosecurity, networking, mobile, storage, telecoms and virtualization.

#### **HIGHWIRE PR**

727 Sansome Street San Francisco, CA 94111 415/963-4174 hi@highwirepr.com careers@highwirepr.com connect@highwirepr.com

#### Kathleen Gratehouse, Emily Borders, Carol Carrubba

Highwire PR is a modern high tech communications agency designed for disruptive companies. Our roots in journalism and Silicon Valley give us the drive, imagination and experience to create meaningful business results through smart communication programs.

At Highwire we hold ourselves and our partners to a very high standard, challenging each other to act creatively, embrace risk, learn from failure, celebrate success, and commit to programs that have direct business impact. The result is more than a partnership — it's building the industry credibility and standout reputation that leads to increased sales, improved valuation, and lasting business value. Highwire maintains dedicated practice groups in enterprise, SMB, digital health, consumer and now in food and food tech. What can Highwire do for you? Check us out on Facebook.com/HighwirePR, Twitter.com/HighwirePR, Instagram.com/highwirepr, and at Highwirepr.com.

# THE HOFFMAN AGENCY

325 S. First St. San Jose, CA 95113 408/286-2611 SBurkhart@Hoffman.com LHoffman@Hoffman.com www.Hoffman.com Twitter: @DailyBrew

Defining communications broadly to include digital, content marketing, thought leadership as well as traditional PR, The Hoffman Agency knows how to differentiate brands and deliver air cover for sales. With a heritage in the tech sector, the firm's work today cuts across a range of industries.

For clients with global needs, the company operates in Asia Pacific, Europe and the United States. Unlike traditional agencies handicapped by their silo structure, we apply a collaborative approach to implementing multi-country campaigns. This leverage of content and thinking across geographies ultimately generates better results.

While campaigns vary by client and industry, all share one theme: the creation of content that reflects the tenets of storytelling. This means developing narratives that prompt journalists to write and target audiences to read — a far cry from the "corporate speak" that satisfies internal stakeholders. Toward this end, the firm also conducts storytelling workshops.

Even on the operations side, The Hoffman Agency walks to a different drummer. Eschewing the traditional focus on the financial side - measuring account people based on their "billability" the firm adheres to the belief that if you deliver great work to the client, financial performance will follow.

# HORN GROUP,

55 Stockton St., 4th Floor San Francisco, CA 94108 415/905-4000 www.horngroup.com

Sabrina Horn, President & CEO Debra Raine, Principal Brian Sinderson, Managing Director Michelle Sabolich, Vice President Erica McDonald, Vice President Eric Kim, Creative Director

Horn Group is an independent digital communications agency that combines public relations, social media and interactive services to help companies build their brand and move their businesses forward. The firm works with Fortune 500 global brands and hot emerging growth companies in technology, digital media and consumer markets.

In addition to its core Public Relations services, Red Dot is Horn Group's new customized and costeffective digital marketing service

offering for emerging growth brands seeking expert support and direction as they build their marketing infrastructure. As one of the first PR agencies to offer digital communications services to clients. Horn Group is offering companies at various stages of growth the opportunity to take advantage of the agency's digital marketing expertise.

Established in 1991 by Sabrina Horn with offices in San Francisco and New York, Horn Group is cofounder of the Oriella International Network.

Clients include Acxiom. adMarketplace, Digitrust, Tealium, Adara, Optimine, Aryaka, TriNet, Westcon Group and Wolters Kluwer.

#### **HOTWIRE PR**

16 W. 22nd Street, 12th Floor New York, NY 10010 646/738-8960 www.HotwirePR.us LetsTalk@HotwirePR.com

25 Taylor Street San Francisco, CA 94102 415/840-2790

Leslie Campisi, Managing Director Rebecca Honeyman, Deputy Managing Director Christa Conte, Associate Director Rich Gallagher, Associate Director Annette Leach. Associate Director Christophe Goudy, SVP, Client Development

Hotwire is a global PR and communications agency dedicated to helping ambitious companies change their game, build their reputation, and stand out from the crowd. Our communications experts work in sector practice teams to provide our clients with in-depth knowledge and experience in a number of market categories.

Our technology client lineup ranges from startups to Fortune 500 companies, spanning industries such as fintech, consumer technology, e-commerce and software.

From Sydney San to Francisco, we're a team, with a "one office" mentality. Our international team works across our 22 locations, including the US, UK, France, Germany, Spain, Italy, Australia and New Zealand, together with affiliate partners. We bring the best of our knowledge, skills and experience to all of our clients wherever they are in the world.



(L to R): Beth Monaghan and Meg O'Leary, Principals and Co-Founders of InkHouse.

#### INKHOUSE

260 Charles Street Waltham, MA 02453 781/966-4100 info@inkhouse.com

Beth Monaghan, Principal & Co-Meg O'Leary, Principal & Co-Founder

InkHouse is an award-winning public relations and content marketing agency for the digital age. With offices in Waltham, Mass, and San Francisco, we boost brands and incite interest for early-stage startups, Fortune 100 enterprises, and lots of companies in between. In addition to media and analyst relations, InkHouse helps clients gain market attention through our unique content marketing practice, which includes our news bureau (consisting of former journalists) and visual communications team (consisting of filmmakers and designers) who specialize in multimedia storytelling. InkHouse's growth sprouts from one simple truth that drives us: we're only as good as the work we did yesterday.



The staff of Hotwire PR in Madrid at the annual company bootcamp.



Karbo Communications creates a wide variety of digital content for clients from the traditional to the creative, including videos.

#### KAPLOW

19 West 44th Street, 6th Floor New York, NY 10036 212/221-1713 liz@kaplowpr.com www.kaplow.com

Liz Kaplow, President and CEO

For more than two decades, KAPLOW has been changing conversations through innovative storytelling that helps consumers fall in love with our clients' brands.

We are experts at life-styling technology brands to make them relevant to a broad consumer audience. Our work with Skype over the past nine years helped transform it from a tech tool into a way for people everywhere to connect every day. Our Knext division works with young entrepreneurial brands — like Kynetic, Scribd and ItsOn — to help tell their stories so they, too, can become household names.

We have decade-long relationships with best-in-class clients like Target, CVS/Pharmacy, Avon Foundation, Timex, Unilever, Shiseido and CEW. The fully integrated programs we deliver for them — including media relations,

events, social media, digital marketing and branded content — fuel consumer conversations wherever they occur.

Mid-sized and independent, KAPLOW is nimble and flexible in today's ever-changing communications landscape.

# KARBO COMMUNICATIONS

601 Fourth Street, Suite 204 San Francisco, CA 94107 650/255-0083 julie@karbocom www.karbocom.com

Julie Karbo, Founder & CEO

Karbo Communications is a respected and innovative digital communications and PR agency that delivers on business objectives. With Karbo Com, you don't get bench players, you get the industry's top marketing and PR teams working with you every day, whether it's developing positioning, placing your company in top media, growing an active social media base, creating viral videos or writing influential content. We've ushered in technologies such as cloud, social, apps, enterprise applications, security, networking,



Allison and David Hernandez, Co-Founders and Managing Partners at lotus 823.

gaming and wearable technology.

The Karbo Com team has worked extensively with B2B and consumer tech companies, including Apple, Digg, Chomp, Peribit Networks, Equinix, RTI, Cisco, Defense.Net, TwitVid, and Intel. When it's make or break, you want the best. You want a team that's seen it all, yet knows the latest and greatest trends, technologies and tools. At Karbo Com we have a track record of delivering revenues, industry leading stature, partners and funding.

#### LOTUS823

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www.lotus823.com
David Hernandez, Managing
Partner & Co-Founder
Allison Hernandez, Managing
Partner & Co-Founder

lotus 823 is a PR and digital marketing agency offering a wide range of public relations, content marketing, search engine optimization, and social media services that collectively work together to help increase brand visibility both online and offline.

Combining creative genius, smart thinking and analytical acumen, our innovative communications model utilizes a cross-platform approach to create an immersive experience for brands and their publics. By building powerful connections across multiple channels, we are able to deliver engaging

business solutions with measurable results.

Whether you're developing a crowdfunding campaign, launching a new product, expanding your service offerings, or looking to increase brand awareness, our strategic combination of services allows us to develop balanced communications plans that tell unified brand stories. By removing the traditional silos and allowing the different tactics to work in harmony, our approach amplifies the reach of efforts, helping establish credibility and increase brand equity.

#### **MAKOVSKY**

16 East 34th Street New York, NY 10016 212/508-9600 www.makovsky.com

Ken Makovsky, President Kristen Sharkey, EVP and Technology Practice Lead Konajilo Luseni Barrasso, Group Vice President

A leading integrated communications firm, Makovsky has an award-winning, 35-year reputation for B2B and consumer client work. Our work spans the technology sector, from software and cloud computing services to enterprise IT and business consulting, infosecurity, consumer electronics, healthcare and financial technology, online media and advertising platforms as well as telecommu-Services include nications. brand positioning, corporate

identity, thought leadership programs, traditional and digital media visibility, analyst and influencer engagement programs, social and digital media campaigns, special events such as salons and award programs, and investor relations.

Makovsky develops strategic programs that deliver business value. Whether we're building corporate reputation or launching a product or service, whether the client is an established leader or emerging superstar, our experienced team articulates compelling messages and moves the channels of influence.

Makovsky's commitment to client delight is exemplified through its hallmark Quality Commitment Program, utilizing a third-party auditor to monitor client satisfaction. Measurement and accountability are embedded in every program. Our competitive edge is reflected in our brand energy line: Power of Specialized Thinking.'

Based in New York, with an office in Washington, D.C., the firm has agency partners in more than 30 countries and 40 U.S. cities through IPREX, the second largest worldwide public relations agency partnership. Clients include WebMD, Velocity Technology Solutions, EXL Service, Stroz Friedberg, Extreme Reach, Collective, Taboola and Paycom.

# ••••• MARKETING

135 W. 29th Street, Suite 302 New York, NY 10001 Phone: 212/967-5510 www.MarketingMavenPR.com

Los Angeles Headquarters 310/994-7380 info@marketingmavenpr.com

Lindsey Carnett, CEO & Phil Rarick, Chief Operating Natalie Rucker, VP of Business Development

Marketing Maven combines traditional media relations and cutting-edge digital strategies for consumer technology clients. This fusion of online and offline marketing helps our team develop product launch campaigns that are results-driven and measurable. By aligning with our clients' goals, identifying and

engaging with their key influencers and adapting to emerging trends, we produce award-winning campaigns.

From national app launches to children's software, Marketing Maven executes worldwide PR stunts, national media tours, Viner engagement and viral social media competitions to generate buzz for our clients. In addition to content marketing, our digital team also executes social media advertising campaigns with analytics and insights geared toward driving consumer awareness, engagement and conversions.



Lindsey Carnett, CEO and President of Marketing Maven.

#### MCGRATH/POWER **PUBLIC RELATIONS**

333 West San Carlos Street Suite 900 San Jose, CA 95110 408/727-0351 www.mcgrathpower.com www.mcgrathpower.com/blog/ Twitter: @mcgrathpowerpr LinkedIn.com/company/mcgrathpower-public-relations Facebook.com/mcgrathpower

Jon Bloom, CEO Kate Walker, Partner and SVP

McGrath/Power is Silicon Valley's most established digital communications and public relations agency. For more than 30 years, M/P has passionately worked with innovative brands, both domestically and globally, to

connect with diverse audiences, create engagement and drive business outcomes in highly competitive markets. By focusing on strategy-based, multifaceted campaigns, the M/P team has launched numerous business-tobusiness and business-to-consumer startups, and successfully built clients into market leaders. M/P was at the forefront of the social media movement and has since made it a key component for client programs in conjunction with a tailored made combination of traditional media, analyst relations, speaking and awards, all of which are driven by our clients' business goals. As a member of the WORLDCOM Public Relations Group and with offices in San Jose, CA and Providence, RI, M/P provides the benefits of both a global and boutique agency. For more information, please visit: www.mcgrathpower.com.



McGrath/Power Public Relations **CEO Jon Bloom.** 

#### MERRITT GROUP

8251 Greensboro Drive Suite 600 McLean, VA 22102 703/390-1500 Fax: 703/860-2080 info@merrittgrp.com www.merrittgrp.com

Alisa Valudes Whyte, Senior Partner & CEO

Merritt Group delivers strategic communications that take full advantage of the intersection of PR, media, digital,

social and creative grounded in research. Our goal is to help the world's most inspiring companies share viewpoints that get people talking and keep their audiences engaged.

Merritt Group is a nationally recognized firm specializing in modern communications in the areas of public relations, marketing (digital & interactive, social, content) and research & measurement.

While we are known for our technology expertise, our domain knowledge spans other sectors from healthcare and energy to government. Our client roster includes organizations ranging from large, industry-leading enterprises to emerging innovators.

Merritt Group has offices at the respective centers of power and technology, in Washington D.C. and in San Francisco.

Some of our clients include Booz Allen Hamilton, Teradata, Tableau Software, Microsoft, Monster Government Solutions, CrowdStrike, MAX-IMUS and Heritage Provider Network.

#### MWW

8 California St., 2nd Floor San Francisco, CA 94111 415/464-6422 mmulloy@mww.com www.mww.com

Molly Mulloy, Executive Vice President, Technology Practice Lead, and GM of the San Francisco Office

MWW's technology practice specializes in helping its clients truly stand out and drive markets. MWW's technology practice is a cornerstone of the agency, with deep experience in consumer electronics and connected home, mobile/telecom, digital marketing, entertainment tech, enterprise software, health tech, and database and analytics.

From the hardware, software and content that drive our digital lifestyles today, to the devices and software that make us more efficient at work and away from it, technology brands turn to MWW to help shape and tell their story. Our creative campaigns are devel-

Continued on page 38



Omarketing has propelled the Tech Trailblazers awards into a global tech startup force majeure.

#### **MWW**

Continued from page 37

oped and informed with proprietary research and well-crafted insights, then launched by leveraging influencer relationships in tandem with customized paidowned-earned media strategies.

Staying at the forefront of the fast-paced technology world and delivering even faster results for our clients is what matters most to us.

#### **OMARKETING**

Cleaveland Mews 9 Cleaveland Road Surbiton, Surrey, KT6 4AH United Kingdom 44 208 255 5225 @O\_marketing @Rose\_at\_O rose@omarketing.com www.omarketing.com

Rose Ross, Founder and Chief Storytelling Officer

London-based Omarketing is an award-winning boutique tech PR, social media and marketing consultancy. The team is the UK partner for Europe's leading independent PR network, ComUnity.pro, covering 17 European countries with a unique Pay-As-You-PR approach to rolling out impactful campaigns across Europe.

Omarketing specializes in the B2B and B2C tech space with in-depth experience of big data, cleantech, cloud, infosecurity, networking, mobile, storage, telecoms and virtualization. Its tech client experience includes startups, systems integrators, trade associations, awards pro-

grams and technology events as well as NASDAQ listed players.

The Omarketing team works closely with US marketing teams and their PR firms to provide a natural extension to existing programs and create bespoke programs in the UK, mainland Europe and APAC. As well as ongoing client relationships, the team excels at event focused programs making the most of major European tradeshows CeBIT, FTTH such as: Conference, Infosecurity Europe, IP EXPO Europe, Mobile World Congress, Powering the Cloud and SNW Europe.

# PADILLACRT

1101 West River Pkwy., #400 Minneapolis, MN 55415 612/455-1700 PadillaCRT.com

Scott Davila, Senior Vice President Amy Fisher, Senior Director

PadillaCRT is one of the top 10 independent technology agencies in the country, formed through the acquisition of CRT/tanaka by Padilla Speer Beardsley. We understand that cutting-edge marketing and communications for technology organizations requires a blend of technical aptitude, strategic marketing expertise and the ability to execute.

By starting with business goals and objectives, our team discovers through research and insights how best to inspire and engage our clients' audiences to take action. Our award-winning specialties include advertising, branding and brand strategy, digital and social media, crisis/critical issues management, investor rela-

tions, media and community relations, corporate communications, market research, content marketing, lead generation, analyst relations and more.

Current clients vary in size and geographic reach, including SAP, Cologix, Rockwell Automation, Datalink, Direct Source, Tyco Retail Solutions, Restaurant Technologies, Certain and others. As a founding member of the Worldcom Public Relations Group, our global clients have access to the local-market knowledge of our 128 partner firms in 102 cities on six continents. Worldcom technology clients include: IBM/Tivoli Systems, Mazor Surgical Technologies, Flextronics, Fuiitsu. Sonv Ericsson, Xerox, Verbatim, Computer Sciences Corporation (CSC), Panasonic, Travelex and others.

# PAN COMMUNICATIONS

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Lisa Astor, Vice President
Nicole Messier-Marino, Vice
President
Dan Martin, Vice President
Mark Malinowski, Vice
President/Group Director

PAN Communications is a public relations, content marketing, and digital agency providing technology, healthcare and consumer brands with award-winning, integrated marketing communications programs. For two decades, PAN has delivered insight-driven, measurable public relations programs for leading and emerging brands nationally and globally. We provide marketers with communications, influencer relations, social media and creative services that tell our clients' story and extend brand equity, positively impacting their customers' path to purchase and reinforcing connection. For more information visit our website at www.pancommunications.com, follow us on Twitter (@PANcomm) or call 617/502-4300.

### PEPPERCOMM, INC.

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Steve Cody, Co-CEO and Co-Founder
Ed Moed, Co-CEO and Co-Founder
Ted Birkhahn, Partner & President,
Ann Barlow, Partner & President,
West Coast
Deborah Brown, Partner &
Managing Director
Maggie O'Neill, Partner &
Managing Director

Peppercomm is an award-winning strategic marketing and communications firm headquartered in New York City with offices in San Francisco, Boulder and London that listens first, last and always. We pride ourselves on listening to our clients' needs as well as the wants and needs of their various audiences. That focus on listening before engaging (or creating) inspired not only our tagline: "Listen. Engage. Repeat." but our strategic approach.

Our integrated team of specialists work together to create cohesive campaigns that leverage the right communications and marketing vehicles across all touch points. From major household names to elite luxury brands, we have helped clients reposition and rebrand; launch entirely new brands and position global brands in the U.S. market; build websites and social footprints; launch content strategies; create brand experiences; drive executive visibility; prepare for and mitigate crises; engage key audiences and ultimately deliver results for our clients.

Our experience runs deep and includes work for brands such as Panasonic, Whirlpool Corporation, Steelcase, GE, Yahoo!, Honeywell, Sharp, Me.dium, MINI Cooper, Datapipe, AT&T, Tyco, Ricoh, InfoSpace and TGI Fridays, among others.

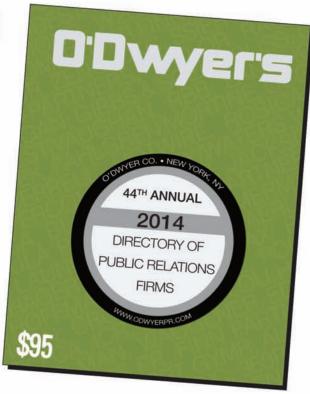
# ORDER THE ONLY PRINTED DIRECTORY OF PR FIRMS!

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"Single most important source of information on PR firms."

- Thomas L. Harris, Author Choosing and Working with your PR firm

#### **PETERSGROUP**

1905 N. Lamar, Ste. 201 Austin, TX 78705 512/794-8600 info@petersgrouppr.com www.petersgrouppr.com

Lauren Peters, Principal

Founded in Austin's Silicon Hills, PetersGroup is an integrated communications agency with a reputation for building loyal communities, growing revenue and generating measurable, sustainable results. PetersGroup designs a mix of PR, social and digital marketing to transform market thought; influencing and mobilizing prospects to become loyal customers. Focused on business outcomes, our technology, financial services, retail and associations practice blends high touch strategies with wellorchestrated execution to establish brand value.

# RACEPOINT GLOBAL

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Additional offices in San Francisco, Washington, D.C., Detroit, London, Hong Kong, Beijing and Shanghai

Larry Weber, Chairman & CEO Peter Prodromou, President Dan Carter, EVP, Managing Director, North America Cathy Pittham, EVP, Managing Director, Europe Andrew Laxton, EVP, Managing Director, Asia Anne Potts, EVP, Global Account Services

Racepoint Global is an award-winning integrated marketing communications agency that places brands at the intersection of influence and action. We work with start-up, emerging and Fortune 500 companies, providing stellar public relations and marketing programs. We come from blended DNA — over the years our teams have included former tech journalists, engineers and industry analysts.

The lines between business, technology and consumer-

focused marketing have blurred. For the past decade we have been experiencing the "consumerization" of technology — we have seen the driving force behind product development shift from technical requirements to features and functionality that surprise and delight the user — this is true in everything from software to hardware to security. Understanding this shift and the technological and cultural trends that continue to change the market landscape is critical to our ability to develop, execute and evolve successful B2B and B2C technology campaigns. That said, we take an aggressive approach to architecting "tech" campaigns, honing them to reach specific influencers and audiences that generic campaigns often overlook. We understand the difference between the Android developer community and the AVR developer community; we know how important it is for many tech brands to establish reach and build visibility in niche communities that drive their ecosystems. We know that combining paid, earned and owned media works for technology brands – but not the same way it does for consumer brands. We advocate for our clients and we work to build connections between them that help drive suc-

# ROGERS & COWAN

PACIFIC DESIGN CENTER 8687 Melrose Ave., 7th Floor Los Angeles, CA 90069 310/854-8117 Fax: 310/854-8106 www.rogersandcowan.com

Tom Tardio, CEO Tracy Thompson, Marketing Manager

Rogers & Cowan specializes in working with start-up and established technology and social entertainment companies whose products and services are at the intersection of technology, entertainment, digital content and brand marketing. Our team elevates clients' from start up to global status with smart and creative strategies that deliver a wave of visibility across all channels and screens.

From game-changing app launches and disruptive platform introductions to branded web

series premieres and social curation sites, we develop and execute strategic campaigns. We join forces with clients as strategic counselors at the beginning of the creative process throughout the entire development cycle. We maximize media exposure at each stage, from concept creation through launch to sustaining critical mass and momentum. We offer our clients brand positioning strategies, B2B outreach and consumer buzz for all forms of content, services, channels and devices.

Our dedicated team of specialists has in-depth knowledge and experience working with consumer electronics hardware and devices, embedded and core technologies, video game platforms and peripherals, app developers, content creators and producers, digital distribution technologies and social and digital media companies to introduce their products and services to the trade, business and entertainment communities.

Representative clients/projects have included: Rdio, Kabam, 505 Games, 3BlackDot, Sonos, Myspace, Hooked Digital Media / Haunting Melissa app, Sony Pictures Home Entertainment Digital, PBS Digital, Dolphin Digital, iam+, Kobo, Amazon Studios, Microsoft, Kinect for Xbox 360, Viggle, YooToo Social TV, IMAX, 3D Entertainment Summits, Multiscreen Summit, Game Marketing Summit, NVIDIA, Razer, Cie Studios, and Warner Bros Interactive Entertainment.

#### **RUDER FINN**

301 East 57th Street New York, NY 10022 www.ruderfinn.com

Kathy Bloomgarden, CEO, Ruder Finn Rachel Spielman, Global Head of Corporate Communications, Ruder Finn

Robin Kim, VP/Managing Director of Global Technology & Innovation Chris Knight, SVP, Global Technology, Ruder Finn

With the rise in information and communications technology, every sector is becoming a technology sector, and understanding and fully utilizing technologies has become vital to business success. Recognizing this importance, Ruder Finn's technology practice is one of our largest global groups, growing dynamically

with numerous new signature projects with leaders in the sector. Whether you're powering the cloud, connecting people to realtime information, transforming how people communicate, or paving the way for entirely new computing models, our team of passionate storytellers is committed to helping innovative technology companies develop and tell their stories. Ruder Finn's expertise lies in partnering with technology clients, whether they're lesser-known startups or some of the largest multinational technology innovators, to enhance their positioning in competitive markets.

Ruder Finn has deep knowledge of the technology sector with relevant expertise in key verticals, from consumer technologies and devices to healthcare, and manufacturing to telecommunications. Ruder Finn works with some of the world's leading technology companies to create meaningful content, including engaging visuals and videos, and dynamic stories for digital and traditional mediums that resonate with important stakeholders. This breadth of knowledge and capabilities has resulted in numerous close partnerships with C-suite and marketing executives at top technology companies to develop signature platforms to elevate their thought leadership external-

Ruder Finn has developed expertise in business model transformation, helping companies as they convert their product portfolios toward cloud mobility apps and services. We help reposition our technology clients around their new vision, effectively communicating the transformation and its future impact across platforms and audiences, thereby strengthening the company's reputation and position in the marketplace.

Ruder Finn is also working to create technology mindsets and build new innovation capabilities in companies in industries outside tech who increasingly realize that technology is core to their competitiveness. From consumer packaged goods to insurance companies, we've developed a multi-faceted offering around organizational transformation through technology. One facet of this involves ongoing digital competency-building at the executive and business-unit levels via reverse mentorship and technology-centric educational curriculums. We also focus on driving cultural change within specific organizational functions via startup partnerships and accelerated collaborative timeframes. A third and increasingly in-demand specialty involves crowd-sourcing internal innovations and developing incubation ecosystems that empower employees to not only envision, but act on, new ideas to drive revenue through technological innovation.

#### ..... SAGE **COMMUNICATIONS**

1651 Old Meadow Road Suite 500 McLean, VA 22102 703/748-0300 info@aboutsage.com www.aboutsage.com

Larry Rosenfeld, Co-Founder & David Gorodetski, Co-Founder, COO, and Executive Creative Director

At Sage Communications we bring our passion to creating stories that inform, educate, persuade and shape perception to create relationships and impel action. We fully engage, applying our expertise and insight to move market conversations in meaningful ways. Our complete, integrated approach builds foundational awareness for maximum engagement and lasting results.

We provide a unique fusion of public relations, advertising, marketing, event and interactive services to Fortune 500 companies, start-ups, non-profits, government agencies, associations and coalitions. Because of the exceptional expertise of our personnel, we can design the imaginative custom strategies to achieve our clients' business objectives. Our agility and tenacity make us cost-effective and 100% accountable to our clients.

In technology communications, obvious opportunities are everywhere. But we don't stop with the easy work. Instead, we continually challenge ourselves and our clients to develop programs that scale, differentiate and secure meaningful results. Sage Communications understands how to create and deliver powerful stories that have reach and appeal at all levels of the technology ecosystem. We drive exposure and communicate unique and validated perspectives that allow our clients to influence the conversations that

From startups launching with a minimum viable product to tier-one technology giants, our clients rely on us to build momentum and deliver results that makes decision-makers stand up and pay attention.

#### ..... **TANIS COMMUNICATIONS**

800 W El Camino Real, Suite 180 Mountain View, CA 94040 www.taniscomm.com info@taniscomm.com

349 Fifth Avenue New York, NY 10016

Nikki Tanis, President Robin Vaitonis, Executive Vice President Allison Niday, Senior Vice President

Technical geniuses need marketing geniuses to bring their innovations to life, and engage customers, employees and shareholders. At Tanis Communications, we are passionate about building a powerful and positive image for each of our tech clients. Our branded methodology for brand strategy, messaging and positioning, public relations, employee, marketing, financial and executive communications, and social media services enable our tech clients to connect with their target audiences in a meaningful and powerful way.

With offices in Silicon Valley and New York City, Tanis clients benefit from our unique ability to apply budgets on what matters today, shifting priorities as needed, all from consistent senior leadership managing stories and narratives driving real business results. A recent addition to the Inc. 5000 list, and a long list of awards, our programs engage, inform, inspire and connect our clients with the constituents who matter most.

For more information visit www.taniscomm.com.

#### **TRAINER COMMUNICATIONS**

44 Montgomery, Suite 3065 San Francisco, CA 94104 415/800-5372 925/271-8202 925/271-8240 www.trainercomm.com

info@trainercomm.com

Susan Thomas, CEO Ross Perich, Vice President, Enterprise Angela Griffo, Vice President, Infrastructure

Trainer Communications is an integrated public relations and marketing agency in the San Francisco Bay Area. Specializing in technology, the agency offers deep domain expertise across storage, information security, Big Data, telecommunications and wireless, enterprise software, networking, and consumer industries.

Trainer represents emerging and high-growth technology companies that require market recognition and visibility to meet business objectives and is the only agency that guarantees quantifiable results with its award-winning Metrics Matter<sup>TM</sup> methodology. Established in 1995, more than 300 companies have relied on Trainer for strong marketing and PR strategies and support.

The San Francisco PR and marketing agency has received several dozen national awards such as PRSA Anvils, Bulldog Awards, MarCom Awards, Iron Sabre Awards, The Holmes Best Places to Work award (twice!) and dozens of video and animation production awards. For more information, visit trainercomm.com.

# TREVELINO/

949 W. Marietta St., Suite X-106 Atlanta, GA 30318 404/214-0722 Fax: 404/214-0729 dtrevelino@trevelinokeller.com www.trevelinokeller.com www.start-opia.com

Dean Trevelino and Genna Keller, Principals

At a tipping point in the agency's 11-year run, Trevelino/Keller evolves its integrated positioning to a Reputation Marketing approach with services in brand, public relations, social media and digital marketing. Trevelino/Keller believes the role of public relations in generating reputation-rich content remains paramount, but it's the integration of that content and third-party attribution across social and digital marketing strategies that will drive differentiation and ROI.

Having successfully solidified its position as one of the pre-eminent technology firms in the Southeast with clients ranging from the region's leading angel group, ATA as well as one of the more progressive incubators, ATV, the firm is well positioned to establish a footprint in the Bay Area. Its rich history with Silicon Valley based brands in hardware, software, SaaS, wireless, networking, security, ecommerce, mobile applications and vertically rich technology, offers companies a West Coast understanding with a Coast to Coast footprint and East Coast pric-

Its launch of Start-Opia, the firm's startup portal designed to bring start-ups, capitalists, service firms and institutions together in a social, mapping and content-based environment, will evolve from a regional to national platform in 2015.

With one of the industry's highest retention rates, Trevelino/Keller successfully leverages its technology practice across each of its supporting practices — technology, corporate, lifestyle, health, greenworks and food & beverage, from offices in Atlanta, Charleston, SC and Orlando, FL and the Bay Area.

#### TRYLON SMR

333 Seventh Avenue New York, NY 10001 212/863-4199

Lloyd P. Trufelman, President

Since 1990 Trylon SMR has been an innovator in developing and implementing successful strategic media relations campaigns specifically for clients in the technology, media, telecom and related industries, utilizing a wide portfolio of integrated new, social, digital and mainstream media strategies. Trylon SMR develops and implements individually designed, costeffective communications campaigns based on precise strategic planning and tactical execution that consistently produce tangible results. The agency's process is based on a proprietary "reverse reporting" model. Trylon SMR serves domestic and international clients from its headquarters in New York City, leveraging its knowledge of, and relationships with, top national, consumer, business and trade media/blogs, all without strict billable hours or long term contracts.

# VOXUS

117 S. 8th Street Tacoma, WA 98402 253/444-5441 www.voxuspr.com rberry@voxuspr.com

#### Rachel Berry, Partner

Breakthrough ideas get breakout attention. That's what Voxus achieves for technology and health-care clients, using creative services, public and media relations, digital and social media.

We deliver effective communications programs for emerging and growing businesses ranging from startups to global organizations. By working hard to establish close ties with client marketing and communication teams, we deliver measurable value and achieve objectives on time and on budget. Our broad industry experience includes consumer technology, telecommunications, enterprise hardware and software, mobile devices, life sciences and healthcare, network security and management, web services, data storage and clean/green tech, to name a few.

Social or traditional media, outreach or launch, B2B or B2C, we conceive, write, design, develop and support the required elements to achieve your unique communications program's success.

# WCG

60 Francisco Street San Francisco, CA 94133 415/362-5018 Fax: 415/362-5019 www.wcgworld.com info@wcgworld.com Blog: blog.wcgworld.com Twitter: @WCGWorld

Jim Weiss, Founder and CEO, W2O Group Bob Pearson, President, W2O Group Diane Weiser, Practice Leader-Healthcare, W2O Group

WCG is the largest company of W2O Group, a global independent network of marketing, analytics and communications firms that delivers integrated business solutions in the areas of innovation and growth for the world's leading companies and brands

Established in 2001 by Jim Weiss, a 25-year veteran in health-care communications, the agency has grown to over 400 employees serving clients through a network of

offices in Austin, Boston, Chicago, London, Los Angeles, Minneapolis, New York, San Diego, San Francisco and Silicon Valley.

At the core of WCG's culture is the concept of the "un-agency," where diverse voices generate real discourse, leading to bold ideas that pragmatically disrupt the status quo. For more than a decade, WCG's seasoned professionals have specialized in providing expert research analytics and measurement, content, engagement and strategy to a diverse set of clients across the consumer, corporate, technology, healthcare and pharmaceutical industries. For more information, please visit wegworld.com.

# WEBER SHANDWICK

909 3rd Avenue New York, NY 10022 408/685-0610 bwilliams@webershandwick.com

**Bradford Williams**, *President*, *North America Technology Practice* 

With the marketing world as complex as it is, clients are looking for partners who can do it all: help guide brand strategy, create engagement campaigns, execute flawlessly in real time, measure and adjust.

Weber Shandwick's technology practice is uniquely qualified to deliver this kind of work because we see the whole picture. We start with a brand focus and a strategic rigor that positions clients for long-term success.

And because technology is the story the world reads, and because everyone is affected by it, we need to tell the whole story. Our approach is to look at a story from many angles so that it's a human story, the kind people get involved in and share with each other. Along with our world-class practices that work across key industries — from automotive to cleantech to healthcare — we help bring those perspectives to bear on every engagement.

We have also developed unique apps that help us tell the whole story: Rave for a new world of product reviews, Lead Media Tech for engaging influential media around the world, and Mediaco for turning brands into publishers.

We are all techies today. Some in a big-data kind of way. Others in a look-at-my-grandkids kind of way. And still others in a beat-my-competition-to-market kind of way. It's why technology is the story everyone's engaging with. Weber Shandwick Technology helps brands create, tell and publish the most engaging stories.

# WISE PUBLIC RELATIONS

77 Bleecker Street, Suite C2-23 New York, NY 10012 212/777-3235 www.wisepublicrelations.com Twitter: @wisepr

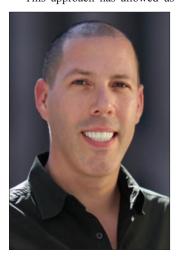
25 Taylor Street, Suite 509 San Francisco, CA 94102 415/480-4059

Harrison Wise, Founder & President John McCartney, Managing Director, SF

Wise Public Relations has been instrumental in positioning clients from pre-launch through their acquisitions by industry leaders such as Google, Twitter and Facebook in deals totaling more than \$1 billion. We also represent a number of organizations named to the 2014 *Inc.* 500 list of the nation's fastest-growing private companies.

Wise Public Relations approach is predicated around developing "Rolling Thunder" strategies that effectively and consistently convey and amplify the stories of the disruptors, big thinkers, innovators, game changers, influencers and problem solvers that are pushing the boundaries of the industries that they serve.

This approach has allowed us



Harrison Wise, Founder & President of Wise Public Relations, Inc.

to create meaningful experiences around our clients people, products and services, that are complimented by meaningful relationships with their target audiences resulting in quantifiable, longterm success for our client organizations.

Our clients have all made the "Wise" choice. Shouldn't you?

#### ZAPWATER COMMUNICATIONS INC.

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David Zapata, President Mayra Bacik, CFO & Partner Jenn Lake, Vice President Nora Sarrawi, Vice President, Los Angeles

Zapwater Communications is an award-winning boutique public relations and social media agency with offices in Chicago and Los Angeles.

We are committed to delivering award-winning public relations services and executing innovative campaign strategies that achieve direct and measurable results toward our client's overall objectives

Our work has earned recognition and awards from some of the public relations industry's most respected associations and publications including HSMAI, *Bulldog Reporter, The Holmes Report*, PRSA and The Publicity Club of Chicago.

The Holmes Report named one of Zapwater's campaigns Best Campaign for a Web-based business in its annual Gold SABRE awards. The publication also said, "Zapwater Communications has made quite a name for itself...as a scrappy, creative publicity shop that delivers an impressive return on its clients' objectives."

We are dedicated to providing an unrivaled work experience that fosters creativity and recognizes quality, productivity, collaboration and enthusiasm. We are distinguished by long-standing relationships and the knowledge and determination to lead a dynamically evolving industry. •

# O'DWYER'S RANKINGS TOP TECHNOLOGY PR FIRMS

	Firm	Net	Fees (2013)	M	Firm	Net I	ees (2013)
1.	Edelman	New York \$2	265,931,298	40.	North 6th Agency (N6A)	New York	1,484,000
2.	Waggener Edstrom	Bellevue, WA	57,008,000	41.	Dye, Van Mol & Lawrence	Nashville	1,451,751
3.	Lewis PR	San Francisco	42,560,000	42.	Lambert, Edwards + Associates	Grand Rapids	1,417,331
4.	APCO Worldwide	Wash., D.C.	32,133,169	43.	Makovsky	New York	1,400,000
5.	Racepoint Global	Boston	19,428,370	44.	Idea Grove	Dallas	1,263,337
6.	MWW	New York	16,354,000	45.	Catapult PR-IR	Boulder	1,095,785
7.	Allison+Partners	San Francisco	14,393,000	46.	Moore Communications Group	Tallahassee	1,033,825
8.	W2O Group	San Francisco	14,282,000	47.	Linhart Public Relations	Denver	1,016,122
9.	SparkPR	San Francisco	11,360,750	48.	Hunter PR	New York	993,098
10.	Ruder Finn	New York	10,958,000	49.	Rasky Baerlein Strategic Comms	. Boston	963,049
11.	Zeno Group	New York	10,465,800	50.	K/F Communications	San Francisco	921,034
12.	LaunchSquad	San Francisco	10,251,182	51.	Singer Associates	San Francisco	842,550
13.	Finn Partners	New York	9,308,094	52.	Wise Public Relations	New York	586,000
14.	The Hoffman Agency	San Jose	9,150,000	53.	Seigenthaler Public Relations	Nashville	554,329
15.	Max Borges Agency	Miami	9,116,390	54.	Lane	Portland, OR	488,673
16.	Horn Group	San Francisco	8,000,000	55.	Feintuch Communications	New York	479,166
17.	PadillaCRT	Minneapolis	7,771,100	56.	rbb Public Relations	Miami	434,011
18.	Airfoil	Southfield, MI	7,382,549	57.	Standing Partnership	St. Louis	406,419
19.	Fahlgren Mortine	Columbus	6,960,614	58.	French   West   Vaughan	Raleigh	402,000
20.	Inkhouse Media + Marketing	Waltham, MA	5,929,950	59.	Pulp-PR	Los Angeles	374,886
21.	Highwire PR	San Francisco	5,679,255	60.	Kohnstamm Communications	St. Paul, MN	354,923
22.	SS PR	Northfield, IL	4,850,000	61.	CooperKatz & Co.	New York	320,356
23.	Coyne PR	Parsippany, NJ	4,654,000	62.	IW Group	W. Hollywood	261,000
24.	Bateman Group	San Francisco	4,233,039	63.	Public Communications Inc.	Chicago	254,864
25.	PAN Communications	Boston	3,965,280	64.	Beehive PR	St. Paul, MN	247,748
26.	Formula PR	New York	3,866,446	65.	TransMedia Group	Boca Raton, F	L 225,000
27.	Jackson Spalding	Atlanta	3,727,450	66.	Schneider Associates	Boston	215,500
28.	Gibbs & Soell	New York	3,365,280	67.	Marketing Maven PR	Camarillo, CA	178,179
29.	Walker Sands Comms.	Chicago	3,069,256	68.	RF   Binder Partners	New York	193,727
30.	LEVICK	Wash., D.C	2,968,410	69.	Red Sky PR	Boise	178,153
31.	March Communications	Boston	2,623,750	70.	OCG PR	Ft. Worth, TX	178,094
32.	Kaplow	New York	2,230,000	71.	VPE Public Relations	S. Pasadena	165,959
33.	Prosek Partners	New York	2,192,350	72.	O'Malley Hansen Comms.	Chicago	156,000
34.	Peppercomm	New York	2,094,314	73.	McNeely Pigott & Fox PR	Nashville	111,137
35.	5W Public Relations	New York	2,000,000	74.	Landis Communications	San Francisco	100,000
36.	Gregory FCA	Ardmore, PA	1,900,000	75.	Hope-Beckham	Atlanta	88,869
37.	Hotwire	New York	1,815,599	76.	Rosica	Paramus, NJ	86,500
38.	Trevelino/Keller	Atlanta	1,540,000	77.	Maccabee	Minneapolis	65,751
39.	Trylon SMR	New York	1,496,894	78.	Weiss PR	Baltimore	40,000
			CONTRACT TO THE	100	0/8		

# **Corporate PR success and counseling management**

By Fraser Seitel

ver since Ivy Lee advised John D. Rockefeller, Jr. to make peace with Colorado Fuel & Iron Company employees 100 years ago, counseling management has ranked among the pri-

mary responsibilities of PR professionals.



Fraser P. Seitel has been a communications consultant, author and teacher for 30 years. He is the author of the Prentice-Hall text, The Practice of Public Relations.

While new age counselors extol the virtues of social media mastery as the route to PR stardom. the fact remains that the real winners among internal and external PR officers are those whose advice is sought and listened to by top management.

Stated another way, the people in PR who make the big money and possess the real power are those who counsel management

So what does it take to ascend to a position where top management not only seeks out and listens to PR advice, but most important, acts on it?

The short answer is that high-level counsel depends on three fundamental elements: 1) experience 2) knowledge and 3) judgment.

To see how these elements apply to PR counseling, let's examine a recent dilemma that befell the world's largest retailer, Walmart.

In July, Walmart was sued by comedian Tracy Morgan over a deadly limo bus crash that killed one person and left the 45-year-old, former "30 Rock" and "Saturday Night Live" star critically injured.

The June crash occurred when Morgan's limousine was struck from behind on the New Jersey Turnpike by a speeding truck, driven by a Georgia Walmart employee who commuted 700 miles to pick up the truck in Delaware and hadn't slept in 24 hours.

After initially declaring that the company regretted the accident and would take full responsibility to make things right, Walmart suddenly changed its tune and accused Morgan and his fellow passengers at least partly to blame for their injuries because they weren't wearing seatbelts.

Predictably and immediately, Walmart was excoriated in the media and vilified on the Web, not only for its blatant chutzpah and callowness, but also for its tone-deaf PR. People asked, "How could such a smart company act so dumb?"

The answer lies in the three fundamental elements of PR counsel.

#### **Experience**

Walmart rewards its PR people highly, not just by Bentonville, Arkansas standards but by national criteria as well. That's why the company has attracted some of the nation's highest PR professionals.

For seven years, Walmart's top PR official was Leslie Dach, a long-time, deep-pocketed Democrat operative, who led Edelman's Washington office for 17 years.

Dach, who reportedly made \$3 million in Walmart stock options, won the trust of the company's notoriously publicity-shy top management and began to change Walmart's reputation through such actions as moving to lower generic drug prices.

In 2006, Walmart also recruited another experienced hand, David Tovar from Altria, to handle the company's media relations.

When Dach joined the Obama Administration in 2013, he was replaced by another high profile professional, Dan Bartlett, President George W. Bush's former communications director. And this year, Tovar was fired for lying on his resume.

So, in just two short years, the Walmart PR department went from one of great "experience" dealing with top management to one where experience was limited.

Counselors must build trust over time from senior management. And the new Walmart PR executive team simply hadn't had the time to do so.

#### Knowledge

So, too, the Bartlett team's institutional knowledge of the company was also limited. Walmart, typical of other large companies like General Motors and Goldman Sachs, are very much attorney-driven institutions; lawyers' advice is considered first before PR counsel.

Long-term, in house counselors have the knowledge that short-termers lack, to go toe-to-toe with aggressive lawyers. In the Morgan car crash case, Walmart's lawyers apparently argued that because New Jersey, like some other states, holds non-seat belt-wearing passengers partially responsible for damages, it would answer Morgan's suit with the following:

"By failing to exercise ordinary care in making use of available seatbelts, upon information and belief, plaintiffs acted unreasonably and in disregard of plaintiffs' own best interests. Accordingly, all or a portion of the injuries could have been diminished or minimized by the exercise of reasonable conduct in using the available seatbelts."

So, the knowledge of Walmart's attorneys — that the plaintiffs might be vulnerable on the seat belt issue — was irrefutable. But what clearly was refutable was the wisdom of the behemoth retailer adopting such a cowardly line of defense. And that's where the final element comes in, namely ...

#### **Judgment**

In sheepishly acknowledging the seat belt defense, Walmart's spokesman responded to press inquiries by saying, "Walmart continues to stand willing to work with Mr. Morgan and the other plaintiffs to resolve this matter."

Literal translation: If Morgan agrees to what the company believes is a "reasonable" settlement number, then we'll settle out-of-court.

In other words, the seat belt argument was merely thrown out there to rattle the plaintiffs by proving that Walmart won't knuckle under without a fight and is prepared to use its deep pockets to hunker down in court for as long as it can prolong the case.

Walmart's blatant bullying tactics have already backfired. Morgan's attorney labeled them "disingenuous, surprising and appalling."

Wise PR counsel would have proffered the judgment to management to hold back, keep quiet and negotiate privately without issuing meaningless statements that would only enflame the critics

Walmart management either didn't receive or didn't listen to such public relations counsel, and that's why its reputation is once again disparaged.

As Tracy Morgan himself said in a statement, "I can't believe Walmart is blaming me for an accident that they caused."

Neither can anybody else. •

# The most critical benchmark in the PR industry

By Richard Goldstein

have written many columns on profitability in the public relations industry. However, if there is one benchmark that is critical to your success it is "Revenue Per Professional."



**Richard Goldstein** is a partner at Buchbinder Tunick & Company LLP, New York, Certified Public Accountants.

Al Croft once gave this advice to give to my agency clients: "Right now, before you do whatever it was you were going to do next, take a minute and look at one of the most important single statistics your agency will produce this vear: the average income generated per professional; the people on your staff

whose time you bill for to clients and whom you depend on for the financial health of your agency." This statistic will heavily influence the profitability of your firm. Generally, if your overhead and other costs are controlled, the higher income your firm generates per professional, the higher your operating profit

#### **Agency statistics**

Rick Gould wrote in his book The Ultimate PR Agency Management Handbook, "One long-standing industry benchmark should be generating approximately \$165,000 — \$175,000 in fee billings each year, for each employee (note: all employees). This is an average figure that takes into account your agency's billable as well as non-billable staff. Very profitable PR firms are often able to drive the average up to the \$200,000 range. In fact, there's no reason not to shoot for a higher average, as the target provides both considerable motivation, and highly tangible markers of exactly how much revenue a healthy agency should enjoy."

Rick goes on to say an even more important benchmark is revenue per fulltime equivalent professional. This range could be between \$185,000 and \$235,000, depending on the size, location and specialty of the agency.

So where do you stand? According to Rick's "PR Industry 2014 Best Practices Benchmarking Report" the average revenue per professional was \$200,710. This

is down from the amount reported in both 2012 and 2011. The \$3.0 million to \$10 million category average was \$200,158 and the highest was \$222,903 for the over \$25 million category.

So what does this all mean? why is RPP so important? Why am I even writing about this? You may know all this but here goes. RPP asks two important questions: how productive/billable are/were your account staff? In other words, how efficiently were your professionals utilized? Are your billing rates as high as they ought to be/could be? Do you even know how to determine what your billing rates should be?

#### An example

If your revenue last year was about \$3.0 million and you had 15 billable professionals (you should work freelance into this determination), your average RPP was a little over \$206,000. This means that the average utilization rate of 78% for an agency your size was more than the overall industry average as reported by the benchmarking report.

To test this formula, divide 2013 revenue by the number of professionals on your staff last year, everybody from account coordinators to senior managers including you! Did you meet or beat the industry average? Do you have any idea why not?

If it is below the average as reported, you should immediately ask, "Why not?" There may be a lot of revenue going down the drain between the time your office opens in the morning and the time records are saved at the end of the day. The difference, according to Al Croft, could be turned into salaries, bonuses, and best of all, agency profitability without converting your firm into a "sweat shop."

#### Take your temperature

One of the first things I look at when I first meet an agency is rate per hour. Going back to the previous example, assume the agency above generates 23,150 billable hours (14 employees working approximately 1,600 billable hours and you — the CEO/COO working 750 hours on client matters). Divide this by revenue (\$3.0 million divided by 23,150 hours) and an average rate of approximately \$130 per hour results. Believe me, I have seen this to be less than \$75 for many an agency. I visited agencies that were proud that they bill at an average rate of \$185 per hour. So why do I arrive at \$130? No answer! Do yourself a favor, test this yourself!

#### Some nuggets

I have some room this month for more material. Rather than continue on this or related topics, I will give you a nugget to share with your staff that I learned from talking to Al. (Where would I be if I had never met Al and Rick?)

To help motivate your staff, explain the meaning of account management. "Account management is bringing the agency's management, professional and creative services to bear against a client's problems and opportunities so that we serve the client with maximum effectiveness while also generating income and profit for the agency."

Young staff needs to understand that managing these dual responsibilities will not only lead to professional success but can be personally gratifying as

Agency principals sometimes complain that frequently account people seem to forget who they are working for. They do a great job of serving the client but neglect the agency's need to be profitable. Your younger employees (and maybe your veterans) need to recognize early on that they cannot invest more hours on behalf of a client than the client is willing to pay for. Most people want to do the best job for their client, and that often creates a tendency to overservice — to invest too many hours which very often leads to over-budget or write-off situations. A lesson in account management can go a long way to increasing RPP! •

#### PR news brief

### Cision gobbles up Gorkana

Cision has acquired UK rival Gorkana for more than \$300 million (£200 million), following weeks of speculation and the PR software giant's own merger with Vocus under private equity firm GTCR.

Cision chief Peter Granat called the move the "next step forward" to making the company a global leader in PR software.

Gorkana will keep its name and portal as services from Cision and the former Vocus are integrated into its suite.

Cision earlier this month revealed that its name would survive the merger with Vocus, which created a 1,500-staffer PR services juggernaut.

London-based Gorkana was owned by British private equity firm Exponent.



# PRSA can learn from IABC

By Jack O'Dwyer

RSA should copy International **Business** Association of Communicators, which has



Jack O'Dwyer

dropped its accrediprogram, switched its printed magazine to online, and sees cultivating small PR firms as its future.

Russell Grossman. 2014 IABC Chair, told the annual conference in Toronto June 10 that its

mainstay corporate audience is drying up and it must cultivate small firms and individual practitioners serving small and medium-sized businesses — 28 million in the U.S. and five million in the U.K.

IABC is more motivated than the PR Society to make changes since it lost \$529,000 in 2013 and saw net assets plunge 56% to \$680,013 \$1,209,086. A dispute with its web designer has resulted in \$552,067 being listed as an "intangible asset" on its audit.

IABC's recent dubious "claim to fame" is that it fired 16 of its 32 staffers on Nov. 30, 2012, breaking all known principles of internal communications. Staff head Christopher Sorek left the following June.

So we're not holding up IABC as an example of good association management. Its financial reporting is the worst of any group we cover. Members get one report a year - in June at the annual conference, six months after the close of the

Again facing financial problems, it almost went under twice in its past. However, it is grappling with the changed PR/communications landscape, which is more than we can say for the PR Society.

#### A flat earth society

The October 11 Assembly of the Society showed what a delusionary, outof-touch with reality, politics-ridden group it is.

Ketchum's David Rockland took an outrageous half hour to tell delegates that new sources of members must be developed (a slide showed a dark cloud) and that younger members don't accept the ban on non-APRs holding office. He had the nerve to say that the Society "has no competition," specifically mentioning IABC.

IABC, about two-thirds the size of the Society, has its problems but at least it has conceded defeat in trying "accredit" its own members.

Its Accredited Business Communicator program was closed more than a vear ago. It is now seeking International Standards Organization recognition of its new "certification" program, a process that could take years.

There will be levels two generalist/specialist and strategic adviser. Recertification every few years will be required. The cost for members has not yet been set. The ABC credential, acquired by only 10% of members over the last 40-plus years, had cost \$500.

#### PR Society ignores own research

What qualifies the Society for the "Twilight Zone" is that it probably paid upwards of \$200,000 in 2013 for a study of APR in connection with the 50th anniversary this year. Professional fees ballooned \$212,574 (70%) to \$497,000 in the first nine months of 2013.

Laura Freebairn-Smith of Hamden, Conn., who interviewed 750 members and conducted other research, told the 2013 Assembly that its APR program is invalid because it is self-administered and that, "employers are not using it as a hiring guide."

She said the Universal Accreditation Board is dominated by the Society and not "independent." She asked members numerous questions but was not allowed to ask the key one — whether the program should be closed.

Mickey Nall, 2013 Chair, told Freebairn-Smith that "abandoning APR is not an option," according to a posting by VP-P Stephanie Cegielski on the Society's

#### Maintenance weak, ethics not addressed

Other Freebairn-Smith criticisms were that the "maintenance requirements are not stringent enough"; the UAB website is "dated and does not convey an image of a robust, successful credential," and "concerns of ethical violations" are not addressed. "Monitoring and enforcement of ethical standards are weak," said one of the slides she presented to the Assembly.

Although Freebairn-Smith's office is only about 1.5 hours by train from ours, and we have research on APR dating back to 1968, she refused to visit us or even talk to us on the telephone. She told us not to email materials to her more than once a

Two items that were particularly ger-

mane to her research were Rene Henry's 1999 study for the Fellows that found little interest in APR among 16 PR executive recruiters, and our compilation of APR costs showing the program lost \$2.9 million from 1986-2002.

#### Speaker after speaker puffed APR

Finally allowed to cover the Assembly after being exiled for three years, we were shocked to hear speaker after speaker talk of APR in the most glowing terms, as though Freebairn-Smith had never made her study.

Typical was incoming chair Kathy Barbour saying, "I wear my APR pin proudly." Chair Joe Cohen vowed numerous times to find new ways to improve and market APR.

Mark McClennan and Blake Lewis, competing for 2015 chair-elect, stressed their deep commitment to the APR

We could see no difference between the two candidates, who described their backgrounds in detail and stressed their ability to be "collaborative." McClennan had the nerve to talk about the Society adding one percent to its "reserves," which were said to equal 42% of annual expenses. He quickly corrected himself to say that corporations have a "net asset balance" rather than reserves. The actual net asset balance of the Society, if half of the \$5 million in dues were deferred like IABC and virtually every other organization does, is about 10% of annual expenses.

We conclude that it was a phony election just to give the Assembly something to do since forcing the 250 delegates to spend two extra nights in D.C. hotels just to pass a motion opening to two board seats to non-APRs was such a waste of time and money.

IABC has its general meeting at 5 p.m. on the Monday of its conference, which is another thing that the Society should copy.

The Society did not record the Assembly and we were threatened in writing with lifetime expulsion if we recorded any portion of it. IABC's annual meeting is live telecast, recorded and available for replay by anyone.

The Assembly was told that the Society had a signed contract with a new CEO but was waiting for permission from the previous employer before revealing who it was. We doubt that the AMSP/NAPL/NAOP, the combination of three printing/mailing groups that employ Joseph Truncale, would have blocked announcement of his new post (as of January 14, 2015) at the Society. He should have been introduced to the Assembly and to the entire meeting. •

# **Truncale tops PRSA**

oe Truncale, CEO of the trade group for the mailing and fulfillment services sector, is the new Chief of Public Relations Society of America.

Joe Cohen, PRSA Chair, lauded Truncale's "wealth of association experience," "tremendous perspective" and

"understanding of communications and marketing coupled with his shrewd business acumen."

Truncale joined the National Assn. for Printing Leadership in 1984 as Member of Director Relations and assumed the top spot in 2002.



Truncale

He succeeds Bill Murray, who announced his resignation in March and left June 1 following a seven-year stint.

Korn Ferry and PRSA's search committee considered about 200 applicants for the position. •

### **Dowie returns to PR** service

oug Dowie, the ex-FleishmanHillard executive who went to federal prison in 2011 on charges of overcharging the Los Angeles Dept. of Water and Power, is back in the PR game with Evolution Communications in LA.

"After my much-delayed two-year sabbatical, I've been free for a year, working near-

full-time for U.S.VETS, nation's largest nonprofit devoted to homeless and at-risk veterans, but I've been encouraged by a lot people to expand my horizons with Evolution," he told O'Dwyers.



Dowie

In introducing Evolution, Dowie pokes fun of the much-used "disruption" term, posting in a "chaotic media environment where disruption is considered an achievement, there is no substitute for experience."

Dowie, a decorated Marine Corps vet who served in Vietnam, has 35 years of PA experience and is former managing editor of the LA Daily News.

He began his career as reporter for California Public Radio and left FH as Senior VP & LA/GM slot after a 14-year

stint at the firm.

Just prior to FH, Dowie was senior aide to California State Assemblyman Richard

Bill Knoedelseder, ex-staff writer at the Los Angeles Times, Bill Bucy, former UPI San Francisco bureau chief, and Ninon Aprea, daughter of legendary California lawmaker George Zenovich and ex-VP at green energy company Railscout, join Dowie at Evolution. •

# **Dowling assumes Apple PR reins**

pple PR veteran Steve Dowling has the

corporate communications reins for the tech giant, following the exit of longtime corporate communications chief Katie Cotton this year. Dowling has



as served top spokesman and now leads corporate comms. under CEO Tim Cook, although

recode.net reported the role is his for now

**Dowling** 

on an interim basis as the company continues a search to replace Cotton.

Dowling joined Apple in 2003 from the journalism realm, serving as Silicon Valley bureau chief for CNBC after a stint for the business news network as a producer in Washington.

Cotton retired from Apple this year after 18 years, the past eight in its top corporate comms. slot. Her exit sparked an ongoing parlor game in tech PR circles over who would replace her. •

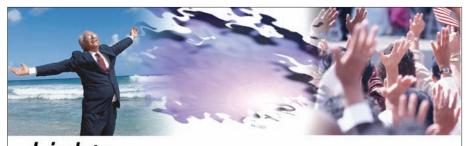
# **Smiddy is Tonic CEO**

ary Smiddy, head of Porter Novelli's London healthcare group, will join Tonic Life Communications, which is part of Huntsworth Health, as CEO.

The hire follows the high-profile exits of former Chief Scott Clark and fellow Founders Moira Gitsham and Oliver Parsons six months ago.

Smiddy, a nurse and psychological counselor from Ireland, has held top positions at Weber Shandwick and Edelman in Middle East/Africa, Australia and Singapore.

Smiddy also will counsel Tonic's pan-European and US teams. •



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### **Obama names Ebola Czar**

resident Obama, pressured by Democrats and Republican over the shaky federal response to the Ebola virus, on October 17 named Ron Klain,

former Chief of Staff to Vice President Biden and ex-VP Gore, as Ebola Czar.

He is to make sure that federal efforts to protect Americans from the disease are integrated "but don't distract from the aggressive commitment to stopping Ebola at the source in West Africa," a White House official said.

Klain reports to Lisa Monaco, the White House's homeland security advisor, and to Susan Rice, national security advisor.



Klain

Obama tapped Klain, who is President of former AOL Chairman Steve Case's Case Holdings, for preparation work for the presidential debates. •

# **Ex-Pentagon Press Secretary blasts officers as spokesmen**

.D. Gordon, a PR consultant and former Pentagon and GOP press hand, ripped Pentagon Press Secretary Rear Admiral John Kirby and the Obama administration in an October 28 op-ed in *The Hill*, questioning whether uniformed military officers speaking for the White House are "useful idiots" or "good officers."

Gordon, riffing off a recent remark by Sen. John McCain that referred to the Pentagon press secretary as "this idiot Admiral Kirby," said its "disheartening to see uniformed military officers lending their trusted credibility to back political decisions that are so severely undermining national security."

Gordon, who retired from the Naval Reserve after a career as a PAO, was Press Spokesman for the Western Hemisphere at the Defense Department during the recent Bush administration.

The Washington-based PR pro, who led communications for Herman Cain's failed 2012 presidential bid and has advised Sarah Palin's speaking tours, wants a "serious national conversation" on the issue.

Read his op-ed at thehill.com. •

# **Ebola drug developer hires Squire Patton Boggs**

emispherx Biopharma has hired Squire Patton Boggs as its global government relations firm to pursue distribution opportunities for its two Ebola drugs.

The D.C. lobbying powerhouse will focus on outreach to officials in Africa, Europe and the US.

Tom Equels, Executive Vice Chairman of the Philadelphiabased firm, said SPB is promoting Hemispherx's experimental drug Ampligen and FDA-approved drug Alferon N as potential therapeutics for Ebola.

"This strategic alliance will dramatically enhance our future efforts to try to save lives and alleviate human suffering resulting from these lethal worldwide threats," he said in a statement.



Meanwhile, Texas Health Presbyterian Hospital, the hospital where a patient died from Ebola and two healthcare workers contracted the deadly disease, brought in Burson-Marsteller for crisis PR support. *The New York Times* said the hospital hired Burson on Oct. 10 to help tell its side. •

# **Twitter targets Uncle Sam surveillance tactics**

witter is suing the US government because it wants to disclose information regarding the government's surveillance of its customers.

It alleges the US is violating its First Amendment rights by restricting what it can say about national security requests for user data.

The suit was filed in US District Court for Northern California in San Francisco.

Twitter's legal counsel Ben Lee blogged on his company's site: "Our ability to speak has been restricted by laws that prohibit and even criminalize a service provider like us from disclosing the exact number of national security letters and Foreign Intelligence Surveillance Act court orders received."

Twitter had been negotiating a information disclosure arrangement with the Justice Dept. and FBI. ●

# **Empire State reviews PR for** "I Love New York"

ew York's economic development agency has kicked off a review of PR for its "I Love New York" campaign, a year after Gov. Andrew Cuomo pledged \$60 million for the iconic marketing push.

The New York State Dept. of Ecomomic Development released an RFP on Oct. 17 for a PR firm with experience "managing highly recognized brand names" and destinations to widen exposure of the tourism campaign and "translat[e] the brand awareness into action."

Finn Partners' M. Silver is the incumbent firm.

Outreach to consumers, media, stakeholders and other groups, as well as trade show support, crisis management and other PR tasks are covered in the scope of the contract.

Cuomo in May 2013 said he would commit \$60 million to the state's division of tourism to re-launch the campaign, which originated in 1977 and suffered from "dormant" funding in recent years. •

# **Noble Energy taps FTI as** tensions rise in Mediterranean

oble Energy has hired FTI Consulting for a "status report on developments in the Eastern Mediterranean," according to its federal lobbying filing.

The Houston-based company has been operating in the Mediterranean offshore Israel since 1998. In late 2011, it announced a big discovery offshore Cyprus and is currently studying its options for that resource.

Turkey in October announced plans to develop gas in the exclusive economic zone of Cyprus, raising tensions between the two states. Cyprus President Nicos Anastasiades called the Turkish move a grave violation of his country's sovereign rights.

Turkey plans to begin seismic tests in the disputed waters on Oct.

France's TOTAL and Italy's ENI also have development rights offshore Cyrpus.

Jackson Dunn, Managing Director in FTI's strategic communications group handles Noble. Before FTI, Dunn served in the Clinton White House as director of public liaison, coordinating the business community's support of the Administration's economic and trade agency, including the trade pact with the People's Republic of China. •

# **TEW gets UN Haiti PR pact**

he Edge Worldwide, a Florida-based communications shop that operates in the Caribbean and Latin America, has picked up a \$325,000 pact with the United Nations to guide a campaign surrounding the "16/6" program to resettle Haitians affected by the 2010 earthquake.

The UN released an RFP for the work in May to develop outreach and message development for the Haitian government's ongoing program, started in 2011 and dubbed The 16/6 Project after the 16 neighborhoods where 1.5 million people were left homeless to live in six large tent camps after the

TEW is based in Mulberry, Fla., but has an office in Pétionville, Haiti led by Baphtol Joseph, a former COO of the Haitian American Foundation.

The firm has worked for the US State Department and US Agency for International Development in Haiti, including a two-year pact to develop media programs and public outreach touting US involvement in Haiti. •

# **Ketchum backs PR press for Spain's olive industry**

etchum is handling a six-month \$1.2 million 2014 "Olives from Spain" promotional campaign on behalf of the country's trade commission.

The November effort includes research, planning, consumer advertising, execution targeting consumers and trade service audiences.

The program also includes "brand ambassadors," sampling, cooking demonstrations in test kitchens of publishers Hearst and Meredith Corp., Huffington Post native advertising, Internet media tours and sweepstakes. The outreach focuses on primary (New York, Miami, Chicago, San Francisco) and secondary markets (Los Angeles, Washington, Philadelphia, Seattle).

Ketchum will chalk up \$344,000 in management/administrative fees, according to the contract. •

#### **FARA News**



#### 🦩 NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

Below is a list of select companies that have registered with the U.S. Department of Justice, FARA Registration Unit, Washington, D.C., in order to comply with the Foreign Agents Registration Act of 1938, regarding their consulting and communications work on behalf of foreign principals, including governments, political parties, organizations, and individuals. For a complete list of filings, visit www.fara.gov.

Podesta Group Inc., Washington, D.C., registered Oct. 10, 2014 for Federal Media Partner, Romania, to provide strategic counsel on communicating priority issues to relevant audiences. Federal Media Partner is owned by lonut lordachescu and Costache Caragea.

Sorini, Samet & Associates, LLC, Hinsdale, IL, registered Oct. 6, 2014 for Ministry of Economy and Finance of the Republic of Haiti, to arrange meetings between the Minister of Economy and Finance and U.S. government officials, and to provide certain briefing materials for the Minister related to these meetings and the proposed extension and expansion of the HOPE/HELP trade legislation.

#### **Lobbying News**

#### NEW LOBBYING DISCLOSURE ACT FILINGS

Below is a list of select companies that have registered with the Secretary of the Senate, Office of Public Records, and the Clerk of the House of Representatives, Legislative Resource Center, Washington, D.C., in order to comply with the Lobbying Disclosure Act of 1995. For a complete list of filings, visit www.senate.gov.

Applied Measurement Professionals, Olathe, KS, registered Oct. 20, 2014 for Coalition for the Registration of Exercise Professionals, Lenexa, KS, regarding general health care issues related to exercise.

American Defense International, Inc., Washington D.C., registered Oct. 20, 2014 for ViTel Net, McLean, VA, regarding meetings with officials regarding telemedicine.

Barnes & Thornburg LLP, Washington, D.C., registered Oct. 20, 2014 for U.S. Fashion Industry Association, Washington, D.C., regarding trans-pacific partnership trade talks and U.S.-EU trade negotiations.

The Franklin Partnership, Washington, D.C., registered Oct. 20, 2014 for Allies for Cherry Point's Tomorrow, New Bern, NC, to advocate for the existence and success of MCAS Cherry Point and FRC East.

#### SEARCH ENGINE OPTIMIZATION



Monument Optimization, Washington, DC. 202/904-5763. john@monument optimization.com; www.monument optimization.com. John Stewart, President.

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Impact Communications, 11 Bristol Place, Wilton, CT 06897-1524. (203) 529-3047; cell: (917) 208-0720; fax: (203) 529-3048; JRImpact@aol.com. Jon Rosen, President.

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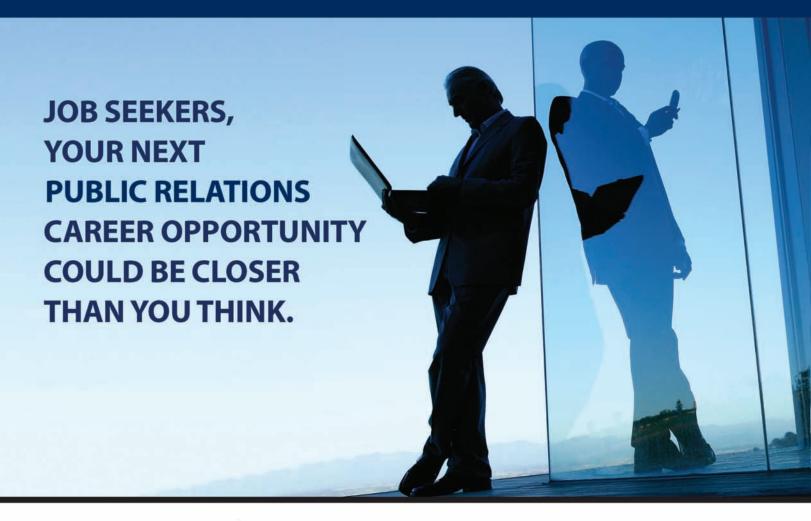
#### 2014 Editorial Calendar:

January. PR Buver's Guide/Crisis Comms. February, Environ. PR & Public Affairs March, Food & Beverage April, Broadcast Media Services May, PR Firm Rankings June, Multicultural/Diversity July. Travel & Tourism August, Prof. Svcs. & Financial/I September, Beauty/Fashion & Lifestyle October, Healthcare & Medical November, Technology December, Sports & Entertainment



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