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Investing in the personal economy

China's faltering markets sent stocks reeling around the globe in late August. The world's second-largest economy had achieved nearly a decade of unprecedented growth and became a target for overzealous investment before the engine inevitably ran out of steam.

As it turns out, China was no longer the powerhouse we presumed it to be. Imports — and marginally, exports — had been slowing down for some time, and China's GDP last year revealed a growth rate about half of what it was less than a decade ago. Foreign commodities purchases were also waning, particularly bad news for countries like Brazil and Russia, whose economies have grown increasingly dependent on Chinese money. Meanwhile, shares of many traded Chinese companies were now woefully overvalued, but that didn't stop investors from dumping more and more money into them, inflating this bubble with massive amounts of borrowed capital. Margin trading was abundant. Once the writing was on the wall, companies began suspending their shares. The Chinese government slashed interest rates and curtailed bank loans. Then, in August, China's currency was devalued, and an ensuing mass sell-off of stocks sent the country's once booming markets plummeting, falling 20% in one week's time.

The crash was so significant that the Dow dropped more than it had in four years, and the Eurofirst 300 was knocked to its lowest levels in six years. It even provoked the Federal Reserve to cancel its plans to raise interest rates in September, rates that were partially responsible for healing our own economy after the 2008 collapse, and have since allowed big banks to borrow cheap cash so they can bet against the same volatile markets that preceded the August crash.

Alas, by the last days of August we'd heard that global markets had stabilized. U.S. trading rallied, investors were buoyed. In fact, the Dow was up 369 points when it closed on August 27, which, according to CNN, accounted for the best two-day point gain in history. Things had returned, somewhat, to normal. Our fears were cataloged somewhere safely in the past. That is, until next time.

We've been here before, and we'll be back again. A bubble will rise somewhere, and we'll begin tirelessly feeding it while institutions that thrive on market volatility will make bets against it, and the market will expand until the entire system collapses. Then the governments of the world will be forced to intervene to protect their economies, while executives, facing shareholder scrutiny in the ensuing down-time, will lay off employees to keep numbers on target. When rewards come in, they're reaped by a select few; the losses, meanwhile, are felt by everyone.

There's a lesson in here somewhere, but I'm not sure that we'll ever find it. In the meantime, have you noticed that the behaviors present in today's investor climate embody the very sorts of behaviors we try to avoid in people? Has it occurred to you that financial markets encourage the kind of unhealthy risk-taking we'd consider reckless in our day-to-day lives? Have you gotten the feeling that what's good for the economy is not necessarily good for people?

Investors face incredible pressure to deliver unreasonable returns at unrealistic intervals, and this is what influences excessive speculation; this persuades them to focus so intently on reward that they ignore the looming variables of loss. Environments shown to yield modest results over time are avoided in favor of high-risk environments that offer a celestially rare chance of immediate pay-off. Fly-by-night anomalies in the market — the very sorts that insanely complex computer algorithms are programmed to analyze at our financial institutions — take precedence over long-term trends.

Meanwhile, shareholders routinely vote against the interests of company employees to do what's best for profits, and our political system, rife with Wall Street money, has been so thoroughly rigged it will allow the same players to perform the same controlled demolitions over and over again and walk away unscathed.

It seems the world of modern finance is one where common sense often comes to a puzzling halt; its terms don't seem to apply to any other facet of life. Avoiding risk always takes precedence over the possibility of high reward. A long-term perspective is paramount in any undertaking. Every reasonable, responsible adult knows this; we routinely make all sorts of decisions throughout our lives that involve deferring instant gratification for the sake of later yielding long-term benefits. It's part of being a mature adult.

The challenges facing our financial world today are not merely economic in design — they are cultural. They have less to do with the prospect of raising taxes and a whole lot to do with unchecked greed and rampant poor decision-making. We have a system that's irrevocably broken, where corporate profits are the highest they've ever been, while family incomes have sunk to appalling lows. Income inequality has become one of the biggest rallying cries of the day. One person can't do much to affect the global markets, but we can be vigilant — perhaps only sensible — in what we buy, where we invest, and how we vote. ○

— Jon Gingerich

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Newsires hacked: 32 charged in \$100 million scheme

Authorities have broken up a global fraud scheme that hacked into three major newsires since 2010 and reaped \$100 million in illicit profits by trading on the information in press releases before they were disseminated.

By Greg Hazley

Business Wire, Marketwired and PR Newswire were each infiltrated during the scheme as recently as May 2015, according to the federal complaints unsealed in August.

The Securities Exchange Commission announced civil fraud charges against 32 people in the operation, while criminal charges against nine people were filed in two indictments unsealed by the US Attorney for New York and New Jersey.

"These hackers and traders are charged with reaping more than \$100 million in illicit profits by stealing nonpublic information and trading based on that information," said SEC Chair Mary Jo White. "That deception ends today as we have exposed their fraudulent scheme and frozen their assets."

Business Wire said it hired a prominent cybersecurity firm to conduct forensic testing of its systems. "Despite extreme

vigilance and commitment, recent events illustrate that no one is immune to the highly sophisticated illegal cyber-intrusions that are plaguing every aspect of our society," said Business Wire CEO Cathy Baron Tamraz, who noted the company conducts multiple security audits annually.

Marketwired has engaged Levick in Washington for PR counsel regarding the hack. "Protecting our customers' information is one of our highest priorities," said a Marketwired spokesman. "We found and fixed the issue at the heart of this matter and we are confident that Marketwired is protected by world-class security, monitoring and prevention practices."

PR Newswire CEO Robert Gray said his company is also cooperating with investigators and commended the government for its "diligence and continued focus." He added: "At PR Newswire, we take security very seriously and are dedicated to protect-

ing our information and systems."

All three companies said they cooperated with authorities in the investigations.

Ukrainians lead plot

Masterminds of the scheme were two Ukrainian nationals — Ivan Turchynov, 27, and Oleksandr Ieremenko, 23 — who allegedly worked with traders in the US, Ukraine and Russia. Turchynov and Ieremenko masked their identities online by posing as newswire employees and customers and recruited traders with a video touting their ability to gain information before its public release.

The scheme even reached the point where traders created "shopping lists" or "wish lists" for the hackers, listing desired press releases from Marketwired and PR Newswire, the Department of Justice said.

The SEC complaint says the perpetrators hacked into the newswire systems from 2010 to 2014, stealing more than 100,000 press releases before they were publicly issued.

The SEC complaint notes that many of the releases contained earnings results and forecasted earnings for companies like H-P, Home Depot, Panera Bread and Caterpillar.

"The defendants were a well-organized group that allegedly robbed the newswire companies and their clients and cheated the securities markets and the investing public by engaging in an unprecedented hacking and trading scheme," U.S. Attorney for New Jersey Paul Fishman said.

Five traders in the US were arrested this morning, while international arrest warrants have been issued for the two Ukrainian principals and two other traders facing criminal charges. ○

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Media brief

Time Warner posts 14% net gain

Time Warner in August reported a 14.2% rise in net income to \$971 million on an 8.2% revenue uptick to \$7.3 billion.

CEO Jeff Bewkes said Tw had a "very strong quarter" bolstered by Turner Broadcasting cable unit and Warner Bros. film group.

He said the robust performance came as the New York media conglomerate is "investing aggressively" to position for growth, including the launch of its HBO NOW standalone streaming service.

Tw ended the quarter with \$3.1 billion in cash/cash equivalents.

Meanwhile, Time Inc., spun-off from Tw a year ago, moved into the black as Q2 quarter hit \$24 million vs. a \$32 million in 2014.

Revenues fell 5.7% to \$773 million as ad sales slipped 8.9% to \$420 million.

The do's and don'ts of beauty influencer relations

The line between PR and advertising is blurring and influencers are right in the middle. Here are some tips on how to use influencer relations as a revenue generating resource for your client.

By Nadia Duwaik

Influencer marketing is the practice of working with influential people online to spread the word about your clients' products and services through social media. Yet, running a successful influencer program involves more than pitching influential people to give a positive review of a product or service, especially in the beauty industry.

The beauty industry is said to be valued at \$60 billion and growing. Beauty influencers, or "Beauty Gurus" as they call themselves, are paving the way to a new kind of marketing through their social platforms and, according to Hubspot, consumers are 71% more likely to make a purchase based on social media referrals alone. These influencers are seen as trusted sources among their followers and their influence can be used to help promote and grow beauty companies around the world.

Don't cram their style

You wouldn't tell an editor how to write their article, and the same practice should be applied to influencers. Each influencer is different, and how they interact and convey their messages to their audience is particular to their own style.

It's okay to set content requirements, but make sure you leave room for the influencer to add their own creativity and flare. This will help keep the messaging more authentic and genuine to their readers.

Allowing the influencer to incorporate their own original ideas will also make for more unique content.

Another great way to get the most out of their content is to repurpose it in other ways. Using their images or videos on social media or in advertisements will not only save you time, it will save you money as well.

Do treat them like business partners

It's important to remember that influencer marketing is a business between the brand and the influencer. Just like an editor, producing content is their job. You can ask any graphic designer or producer and they'll tell you that it takes time and money to produce quality content. Consider the equipment needed to create such content such as a high definition camera, special lighting equipment and editing software. Unlike pitching traditional media, developing a system of compensation for influencer time is vital

to a successful influencer marketing campaign.

Oftentimes, exchanging product for a review or mention may be enough incentive. Other times, a compensation fee may be required. Most influencers are open to negotiating, so take the time to outline a budget that works for both parties and clearly states what content you will receive in return.

Another great way to utilize and compensate influencers is to develop an affiliate marketing program. Most affiliated marketing programs include implementing a commission rate for each sale generated by the influencer for an extended period of time. One great way to track their sales is to provide the influencer with their own trackable promotion or discount code. Not only does it incentivize their audience to make a purchase, but the influencer is more likely to share their code multiple times.

Don't pitch — do inform

Unlike traditional media pitching, influencers aren't interested in an elaborate pitch story. When reaching out to influencers, it's best to get straight to the point: who you are, why you are emailing them and what you are offering. Their main interest is the product you are offering and what it can do for them and additionally, why their readers or viewers would care.

If done correctly, influencer marketing can be a rewarding and prosperous relationship for both parties involved. Being open and clear about your campaign goals can ensure you get the most out of your influencer marketing campaign.

Nadia Duwaik is an Account Executive at Marketing Maven and leads the firm's beauty and fashion influencer relations. ○



Nadia Duwaik

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How to earn an A+ on back-to-school marketing

Back-to-school shopping accounts for some of the highest consumer spending outside of the winter holidays. The ways in which students and parents now shop, however, has evolved: many families are waiting out the summer for deals, more are now shopping online, and mobile usage continues to rise.

By Monica Bhandarkar

Spending on back-to-school is a big business. This year, total spending is expected to reach \$24.9 billion, according to the National Retail Federation's Back-to-School Spending Survey. That's about \$630.36 per family for children attending school between grades K-12. While this is down slightly from 2014, families on average have spent 42% more on school items over the past 10 years.

When, where and how consumers shop has evolved as well. The back-to-school shopping season seems to kick off earlier every year, with retailers often displaying back-to-school supplies and apparel by early July. As a result, consumers are beginning their searches sooner. Much of the early shopping happens online — a behavior reflected in online back-to-school sales generally peaking earlier than in-store sales — according to eMarketer's Back-to-School Ecommerce Preview 2015: Forecast and Trends for Retail's Second Season.

Retailers aren't the only ones prompting early shopping. In the U.S., school start dates vary. In some areas, students return to school as early as the fourth week of July, while others won't hit the books until after Labor Day. Keep this in mind when determining how early to begin your marketing efforts.

Although shopping is happening earlier, the bulk of back-to-school buying continues to happen close to the start of school. The NRF survey found that nearly a third of families (30.3%) will make purchases one to two weeks before school, up from 25% last year. This means marketers need to think about how, where and with what messages they reach consumers throughout the summer-long shopping season.

Also new to the mix is mobile. More and more shoppers — 79%, according to the International Council of Shopping Centers' annual Back-to-School Consumer Spending Survey — planned to use a mobile device while shopping in a physical store this year. Uses vary from comparing prices (44%) and using digital coupons (28%) to checking ratings and reviews (26%) and the availability of an item (24%) to emailing or texting friends and family for a second opinion (17%).

With the path to purchase quickly changing, marketers need to be ready and relevant every step of the way. Here are four

things to keep in mind when planning your back-to-school marketing efforts.

Know the pain points

Back-to-school is an exciting but stressful time for parents and kids. Financial stress aside, parents are seeking shopping solutions that save them time. The NRF study found that many parents and students will turn to retailers' online sites to help cut down on time spent in stores and standing in checkout lines. Of those planning to shop online, nearly half (48.4%) said they will use retailers' buy online, pick up in store or ship-to-store options.

Target's School List Assist tool on Target.com is a great example of a brand helping alleviate some of the shopping stress. The tool provides a curated list of school supplies, which parents can order online for home delivery or in-store pickup.

Monitoring online conversations around back-to-school topics is a great way to mine for other pain points felt by parents and students. For example, a computer brand will want to know what kinds of questions and concerns shoppers have about technology. If social listening reveals that parents have a misperception about one of the brand's products, it can quickly map out a game plan for addressing this.

Think beyond school supplies

Kids are heading back to more than just the classroom in the fall. After-school sports and activities also will be in full swing. Parents who are busy taking kids to and from soccer practice, piano lessons and play dates are seeking solutions to make their lives easier, so think about how your brand can help. From easy dinner ideas to stain removal tips, products like meal starter kits and laundry detergent can give parents a leg up on their to-do lists.

The Manwich brand — known for its sloppy joe sauce — knows just how hard it can be to make a meal the whole family will love. Each school year, it compiles dozens of family dinner ideas that take 30 minutes or less to make, with the promise that kids and parents alike will enjoy them.

Rally the influencers

Silk shorts or cuffed boyfriend jeans? Faux leather tote or canvas satchel? Back-to-school is full of choices — from what to wear to what to pack. Marketers that are vying for parents' and students' attention will stand out if their message is shared by

a credible, authentic voice. Cue the social influencers and creators who are guiding consumers' buying decisions.

In a recent survey of its community, social influencer marketing platform CrowdTap found that 51% of respondents discover new deals and inspiration based on product reviews and recommendations written by peers. Make sure your brand is part of these conversations by including an influencer relations initiative in your back-to-school marketing plan.

A successful program will include: 1) Identifying the social influencers your consumers follow and listen to; 2) Seeding these influencers with product samples and information; and 3) Encouraging them to share about their experience. To achieve scale, consider partnering with an influencer network that can connect you with influencers in your industry.

Stay top of mind with social

From building awareness to driving intent to generating purchases, social activations and promotions are a great way to give your brand a boost throughout the back-to-school path to purchase. If budget or timing is tight, here are some turnkey options.

If you're an apparel brand, a selfie sweepstakes on Instagram could do double duty, driving store visits and generating user-generated content. Encourage users to visit a store and take a photo of them trying on their must-have first-day-of-school outfit for the chance to win it.

Live-streaming video apps like Periscope and Meerkat are an easy way to offer tips and inspiration, as well as answers to consumers' questions. You'll want to pick a qualified host for your live stream, decide on a fun or informative topic, promote your broadcast in advance and then go live. A behind-the-scenes look at how your product is made, a tutorial with an expert or Q&A with an influencer are all options. These are live broadcasts, so skip the script and post-production and enjoy getting personal with fans.

Monica Bhandarkar is VP, Social Media and Marketing at JSH&A, in Oakbrook Terrace, IL. ○



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Tourist attractions emerge as big draws for fashion

Public relations professionals with clients in the fashion world may have noticed an influx of tourism leads as recent forums for brand positioning. Designers have led the charge for pairing fashion with worldwide destinations, and the intersection of these two industries has resulted in a perfect fit. As a result, tourist attractions are quickly becoming the new runways.

By Monique Tatum

The concept of fashion PR campaigns mingling with must-see tourist destinations has surged in recent years.

One watershed moment occurred in 2011, when the signature designs of renowned British couturier Alexander McQueen were brought to New York's Metropolitan Museum of Art. The exhibition, titled "Savage Queen," featured an estimated 100 ensembles and 70 accessories that served as a retrospective of McQueen's storied, 19-year career. The exhibit drew fashionistas the nation over to an otherwise unlikely location.

After a two-year renovation, The Met's Costume Institute on May 8 reopened as the Anna Wintour Costume Center. Comprised of renovated galleries, a conservation laboratory, an expanded study facility, and a fashion library, the Costume Institute is now a collection of more than 35,000 relics that represent fashionable dress, regional costumes, and accessories from across five continents and seven centuries. Equipped with the latest video, sound, and wireless technology, The Costume Institute remains on the cutting edge of providing visitors the latest in fashion industry trends.

Another tourist attraction to catch the fashion bug is the Brooklyn Museum. From October 2013 to February 2014, this historic attraction hosted Jean Paul Gaultier's "From the Sidewalk to the Catwalk," and in so doing so, became the only east coast venue to host the first international exhibition dedicated to the famed designer. Visitors were wowed by the 140 haute couture and pre-a-porter ensembles. Many pieces were exhibited on custom mannequins, featuring interactive faces created by high-definition audiovisual projections. Other attractions included stage costumes, sketches, photographs, accessories, as well as excerpts from films, and documentation of runway shows, dance performances, and concerts.

The Brooklyn Museum followed this with its exhibit "Killer Heels: The Art of the High Heeled Shoe." Curated by Brooklyn Museum's Curator of Exhibitions, Lisa Small, the exhibit offered a historical per-

spective on high heeled shoes, featuring more than 160 contemporary and historical designs. The exhibit also featured newsreel clips from the 1920s and 1930s, as well as a commissioning of six short films.

Fashion PR campaigns also now make an appearance in the world of wax beauty, thanks to New York's Madame Tussauds continual focus on the world of fashion. Visitors to this historic phenomenon have long enjoyed seeing lifelike figures of Elvis Presley, Jimmy Fallon, Pharrell Williams, Scarlett Johansson, and countless others. As it relates to fashion, none may be as impressive as the museum's current figures of Jennifer Lopez and Taylor Swift, both of whom now make mesmerizing fashion statements. JLo now dons a Fall

travel attractions or representatives worldwide.

That influx has led us recently signing the legendary Moulin Rouge of France. The Moulin Rouge's landmark voyage to the United States is part of this year's Best of France celebration in Time Square, taking place on September 26-27. The event will bring thousands of tourists together for an unrivaled cultural spectacle. During the festival, a dance troupe will perform "a taste of Moulin Rouge", a condensed eight minute perfor-



Monique Tatum

mances, paying homage to their world famous Féerie and Cancan.

Over the years, Moulin Rouge has become the most famous cabaret in the world, internationally known for its French Cancan, immortalized by Toulouse-Lautrec in 1891 with his first advertising poster, as well as its salacious stage shows, elaborate costumes and original music.

The French extravaganza will also host a widely anticipated fashion show exhibiting the iconic costumes that have played key roles in the Moulin Rouge's storied history. The PR focus offers a strong fashion-based push for the media to recognize historic

cabaret's lavish costumes, majestic dances, and sensational French energy are all fashion statements within themselves. This is a prime example of how worldwide tourist attractions are now emerging as fashion public relations focal points.

The flair of fashion is something that will never get old. Trends come and go, and fashion will always find a way to maintain relevance. One component that is becoming very clear is that new runways of tourist attractions may clearly be a hot and catchy mainstay.

Monique Tatum is President and CEO of Beautiful Planning Marketing & PR. ○



Beautiful Planning Marketing & PR represents the September U.S. visit of the legendary Moulin Rouge cabaret.

Photo courtesy of Moulin Rouge

2012 Blumarine dress, which received rave reviews from the press during her time as a judge on American Idol. The attraction also captured the sassiness of Taylor Swift by replicating the popular cheerleader outfit from her "Shake It Off" video. The marketing pitch was that the outfit, which is easily recognizable to teens, would be an easy sell for this particular demographic.

Our firm has recently seen an influx of tourism attraction leads worldwide that are looking to position themselves strongly with original fashion angles. Our sales department has reported receiving at least one major RFP monthly from separate



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Androgynous fashion: the trend that avoids mainstream

The recent Supreme Court ruling allowing U.S. gay couples to marry , and evolving public opinion on LGBT-inclusiveness, have resulted in an increased attention to LGBT businesses, including a multi-billion dollar fashion industry. Designs geared toward his/his and her/hers wedding attire, LGBT themed collections, and androgynous fashions reveal a multifaceted, constantly evolving commercial environment in which clothing labels and couturiers have grown increasingly attentive to the demands of the LGBT shopper.

By Adrienne Jordan

Total buying power of the adult U.S. lesbian, gay, bisexual and transgender population is currently projected at \$830 billion, according to Witeck Communications and MarketResearch.com.

Clothiers are becoming increasingly attentive to the growing demand for creating LGBT-inclusive and androgynous fashion. While the trend may have had its largest boost in recent years, the 2015 Supreme Court ruling allowing gay couples to marry across the U.S. has created worldwide media buzz and possibly placed greater attention on LGBT businesses, which includes the multi-billion dollar fashion industry.

Selfridges department store recently stocked its shelves with all unisex clothing; major designers are casting androgynous models; and *Fortune* published a recent article that discusses the ways in which companies are addressing the increasing demand for genderless style. There are many labels on the market that are geared toward androgynous designs, his/his and her/hers wedding attire, masculine-themed shoes for women, and LGBT themed accessories. There are also clothing shops that attract the LGBT shopper, like Show & Tell in Oakland and Mankind in San Diego.

Designers make their mark

There are now scores of successful independent designers in the U.S. that market to the LGBT consumer.

Veer creates androgynous clothes that has both women's and a men's sizing, Fourteen creates formal wear for the LGBT audience, and Wear Androgyny blends women's- and menswear in their designs. The popular online hub dapperQ sells a variety of clothing, shoes, and accessories from different designers, and also creates an information and entertainment hub for their online visitor. Their website contains androgynous fashion editorials, style guides (such as "androgynous summer attire" and wedding looks), as well as news and lifestyle articles.

According to Anita Dolce Vita of dapperQ, "Queer style is systemically rooted in gender nonconformity, and thus the LGBTQ community is at the forefront of revolutionizing the way in which we look

at garments in relation to our everyday gender performance."

Vita claimed LGBT clothing can also break barriers of discrimination and conformity.

"Queer fashion exemplifies the basic principle that style is a personal, curated, artistic reflection of who we are on the inside, and by fearlessly breaking norms, we have created a social movement that enables every member of our society to benefit from less restrictive, less oppressive ways of expressing ourselves."

Vita also believes mainstream designers are embracing designs that are androgynous, simply because it's "in" from an economic perspective. She's skeptical of this just being a trend, rather than being a long-term inclusive statement.

"I am not sure if the goal of these mainstream brands is to truly support and embody society's changing views on gender expression, or if these brands are trying to simply cash in on a trend, or both. But, I do hope that the fashion industry continues to move in the direction of abandoning rigid binary expectations and doesn't write off this greater freedom of expression as a trend when the next big thing comes along."

Based in the bustling Bay Area city of Emeryville, California, Butch Basix is another androgynous label that's been turning heads. The line has an assortment of T-shirts, ties, belts, swimwear, and other accessories that cater to both men and women.

According to their website, Butch Basix is a personal reference point that unapologetically conveys meaning about the story behind designers Ames Simpson's and Susan Donaldson's business. "It's a name that honors the history of some of our bravest and often unacknowledged gender outlaws and warriors that have made it possible for us to pursue our mission with dignity and pride. Our name does not imply that anyone who shops with us should identify as Butch. We have reverence and respect for the beautiful diversity of gender expression, and this is our contribution to the celebration."

Hautebutch is an LGBT brand that has repeat customers in the U.S., France, Canada, and U.K.

Founder Karen Roberts said that she "got started as a result of both my own experience and the expressed frustration of other women that felt a need for clothing that fit their own personality and style. I wanted clothes that expressed me — confident, capable and attentive."

Roberts said Hautebutch is a fashion, footwear and lifestyle brand "created to serve the unmet needs of women and trans-identified individuals that prefer a masculine aesthetic." She said she believes trendy fashion brands have been creating a diluted version of apparel and lifestyle products for the LGBTQ community for years. "They lack the right team and conviction, from product development to marketing to truly create a diversely gender fluid collection geared toward addressing the needs and solves the problems associated with our demographic."

The Original Tomboy is a label that produces menswear for women and men, with a fit that can complement a variety of body types.

Alicia Hardesty, Founder of The Original Tomboy claimed that "Since the beginning of my fashion career I've noticed a huge gap, a black hole, in what we offer as an industry to customers and how we market our products. I, like many others, have longed for a brand of clothing that offers something different, clothes that fit real people, clothes that incorporate a style that isn't at either end of the feminine/masculine spectrum, but somewhere in the middle. I want to walk into a store to shop for clothes that fit my style & comfort, and not have to settle for the confines of women's or men's clothing."

Hardesty described how she uses menswear as a starting point, for the structure, design, details, and attitude, and caters to that grey area of fashion, for people who find themselves somewhere in the middle or a little bit of both.

— Continued on next page

Femmes, the feminine identification in the lesbian world, is also a market that designer, Alicia Sanchez, has decided had a void she felt needed filling. Sanchez has since created an inclusive brand for feminine lesbians that can shop with a visibility.

According to Sanchez, when describing the inspiration behind her brand Favala Designs, “As an ‘ultra-lipstick femme’ people tend to have labels when it comes to fashion and my Dominican roots are all about expressing your inner swag taking elements from music, culture and world experiences. I cater to all but ultimately those femmes or drag sisters who want to embrace there boldness through colorful styles.”

Internationally, LGBT and androgynous fashions are also gaining traction. CharlieBoy from Australia is a new gender of clothing encouraging freedom in personal style. They market towards the LGBT customer by having specific key phrases like “Boys vs. Girls lookbook” and “Skirts & Shirts lookbook” on their website to attract the visitor with their first click.

According to the description of the company, “We no longer have to abide by the dress codes of former generations. CharlieBoy is about freedom to express yourself through the way you dress and leave behind the rule-bound world of gender codes. We don’t like discrimination or boundaries, be it: race, religion, family, sexual orientation or gender. The name Charlie means ‘free man’ and it is gender neutral.” CharlieBoy has pieces inspired by traditional menswear. Their clothing is both LGBT-inclusive and Australian designed and made, and “ethically produced in limited editions with finishing touches by the designer.”

Businesses cater to LGBT consumers

Mankind in San Diego’s LGBT neighborhood, Hillcrest, is a store carrying over 5,000 products for LGBT consumers, offering “the most extensive range of gay and lesbian merchandise.” The store carries designer men’s clothing, underwear, and an extensive swimwear collection. Show & Tell, located

in Oakland, CA, is a welcoming store for queer identified customers. According to co-founder, Alyah Baker, “The name Show & Tell is a nod to the overturning of Don’t Ask, Don’t Tell and speaks to the shop’s inclusiveness and role as a platform for Queer designers, artist, and activists.” “The LGBT customer is looking for the same thing as our non-LGBT customers: special pieces that fit well, look great, and that reflect their own sense of personal style”, said Baker. “What the LGBT community loves about the store is that they can always find unique items and they can shop on either side of the store — gender presentation aside— and no one is going to judge them”. Baker is also the creative director of Qulture Collective, a new business set to open this year in Oakland that will be a collaborative café, retail shop, gallery, and shared workspace in the Bay Area. In addition to clothing items that can be purchased, it will function as a community gathering place dedicated to serving

tionally Masculine was immensely popular. DapperQ is partnering with bklyn boihood, DYDH Productions, and *Posture Magazine* to present VERGE, the “largest New York Fashion Week runway event showcasing queer style.” That show will feature eight designers whose work is systematically rooted in notions of gender non-conformity and its intersections with race, ethnicity, and culture. The eight designers include Fabio Costa of Project Runway Season 10 and Project Runway All Stars, KQK by Karen Quirion, Fony, MARKANTOINE, SAGA by Sandra Galago, SunSun, Jag & Co, and LACTIC. The fashion show will invite the viewer to explore the question “What is queer style?”

Androgynous models in fashion industry

On the complementing side of the androgynous fashions, there are androgynous models that have gained success from their masculine/feminine looks, like Casey Legler, the first woman to sign with Ford as a

male model. Another popular face, Rain Dove, is an androgynous supermodel who models both menswear and womenswear. Recently, she walked four Men’s NYFW shows, including closing the Loris Diran show, opening the Edwing D’Angelo show and being the main face of the Malan Breton presentation. She was the most used female model for Mensweek, and will be seen in NYFW in September. She is also the face of the Ace Rivington campaign, making her the first (topless) female to be the face of a menswear line. According to Rain Dove when asked her thoughts on androgynous clothing in the industry today, “What the world is facing isn’t a lack of designers. It’s facing a

lack of advertising that’s diverse in expression. Until designers and advertisers feel they can make the same, if not more, money from representing a broader range of physiologies and human archetypes to sell to the world will remain conservative when it comes to commercial clothing.” Dove feels there has been a recent shift towards more diversity that has been influenced heavily by sociopolitical movements like the legalization of gay marriage and the mass acceptance of Caitlyn Jenner. ○



Androgynous style icons featured on the online clothing site dapperQ.

Photo courtesy of dapperQ

the queer community after business hours.

In addition to clothing stores and boutiques that attract many LGBT consumers, there are fashion show productions that draw an upscale and influential audience to witness these designs.

DapperQ is executive producing a fashion show called VERGE that will take place on the final day of fashion week in New York City at the Brooklyn Museum (September 17, 2015). Last year’s show, (un)heeled: A Fashion Show for the Unconven-

What a client's IPO means to its PR team and yours

One company's efforts to label itself as a luxury brand instead of merely an automaker shows how much PR can impact a company's valuation, and reveals why all brands should monitor traditional and digital media channels to determine what's being said about them and how they are being perceived.

By Mark Thabit

Ferrari is an automaker, right? Not if you ask them. It sees itself more as Louis Vuitton than Ford, Chrysler or Lexus. From Ferrari's perspective, it doesn't manufacture and sell automobiles, it provides a luxury, high-end product that most will only dream of owning.

The company seems to have held this perspective since Enzo Ferrari began manufacturing racecars in 1929. It has come to the fore, though, as Fiat Chrysler moves to spin off 10% of the brand into an IPO worth billions.

Just how many billions depends largely on the lens used to view Ferrari's brand.

Whether it's a restaurant, automaker or anything in between, how we perceive our own brand may differ from how investors and consumers classify it. This has pitfall potential, especially for communicators, but it can be overcome. Just look at Ferrari. When it comes to converting dissenters, it appears headed down the right road.

Because of his view that Ferrari is a luxury brand, FCA Chief Executive Sergio Marchionne, who assumes the role of Ferrari Chairman this fall, argues Ferrari's stock is worth €10-11 billion (U.S. \$11.1-12.2 billion).

A valuation comparing Ferrari to other carmakers produced an estimate about half of Marchionne's number. The company had profits of about \$290 million in 2014, according to *The New York Times*.

When all is said and done, the \$5 billion difference may come down to PR, as it plays a significant role in valuation, not just during the IPO but every day in the life of a publicly traded company.

From a corporation embarking on an IPO to a mom-and-pop shop with no Wall Street ambitions, all businesses these days are publicly traded in a sense. A good or bad day in traditional or digital news sways public opinion and, ultimately, the future of your brand.

Ferrari's strategy entering its IPO holds lessons for all businesses.

Project and protect

The success of a company's IPO depends largely on how it sells compared to benchmark companies.

According to Marchionne, Ferrari intends to build "a business that is fully fledged on its own merits, that can be compared to other luxury goods-makers outside of car-making."

But does its possible plans to produce a less expensive model (€100,000) and gradually increase production to 10,000 vehicles per year — a nearly 50% bump from the 7,000 cap former Ferrari Chairman Luca Cordero di Montezemolo set — contradict this?

Those proposals have already rankled some Ferrari owners who feel an uptick in production and a drop in price will reduce exclusivity and diminish desire for the brand, which had nine of the 10 most expensive classic cars sold at auction in 2014, including one reaching \$38 million.

Ferrari has long leveraged exclusivity to drive a higher gross margin than other automakers, though it likely falls well short of the margins produced on Louis Vuitton handbags.

The company said its projected course still protects the Ferrari brand: "We pursue a low volume production strategy in order to maintain a reputation of exclusivity and scarcity among purchasers of our cars and deliberately monitor and maintain our production volumes and delivery wait-times to promote this reputation."

Adding in another interview, "How many handbags do Louis Vuitton and Chanel sell? As Ferrari's bosses have said, if you sell one less than the market wants, you're still exclusive."

That's key communication and a good public relations move for the brand. Scarcity, rarity, expertise and excellence are key components to luxury brands. (If played strategically, those components also benefit "everyday brands.")

Ferrari hasn't wavered from its promise of exclusivity. By incorporating it consistently into its communication, Ferrari reassures rankled owners and shows investors the brand will retain its mystique, respect fandom and protect investments.

In addition to more cars on the road, Ferrari has promised to "selectively expand the presence of the Ferrari brand in attractive

and growing lifestyle categories." According to Ian Fletcher, principal analyst at IHS automotive, the brand is licensing everything from key rings to theme parks.

Considering this direction, the public relations team needs to stay vigilant. Ferrari projects a great image and must protect it. A knockoff Ferrari Testarossa is nearly impossible to recreate, but luggage and clothing with a Ferrari logo can appear on any street corner.

It's not just merchandise. Ferrari and every other brand needs to monitor traditional and digital channels to determine how people perceive their brand and what they broadcast about it.

Stay active when quiet

Due to federal regulations, brands are forced to go silent before their IPOs to prevent the artificial inflation of their stock's value. During this time, they can't discuss new deals, personnel changes, enhancements to products and more.

The quiet period extends beyond the first day of trading, and Ferrari's communication team will likely use this time to refine its strategy for when the gag order is lifted.

The key for any brand, whether in forced silence or not, is to look to competitors and even others outside its industry to see how they succeeded or fell short.

For example, Ferrari has compared itself to Louis Vuitton, a publicly traded company, often. It wouldn't hurt for them to look at how Louis Vuitton projects its image and how it handled its own IPO.

Once the quiet period ends, Ferrari will have to protect its status as a luxury brand. Valuation isn't a one-time event, it happens every moment and will never stop.

Whether or not your company has IPO ambitions doesn't excuse you from facing the same challenges as Ferrari. Communicating with messaging that helps consumers and partners see our brands for the images we want to project is a challenge all communicators face.

Wise communicators, though, look outside their walls and see how they can use the successes or failures of others to positively impact their brand.

Mark Thabit is CMO of Cision. ○



Mark Thabit



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PR conglomerates slog through Q2

Revenues at the major marketing conglomerates inched up in the second quarter as the global titans report that advertising and PR are poised for growth throughout the rest of 2015.

By Greg Hazley and Kevin McCauley

Interpublic sees modest Q2 Gains

Interpublic's Constituency Management Group posted a 2.3% gain in organic revenue for the second quarter to \$349.4 million while its advertising and digital operations climbed 7.7%.

Second quarter gains were hit by currency fluctuations, which helped swing CMG revenues to a 1.7% decline and curbed ad/digital revenues to a 2.1% gain.

Andy Polansky, CEO of Weber Shandwick, said IPG's PR group, which includes Golin, Cassidy & Assocs., Rogers & Cowan, Powell Tate, FitzGerald & Co. and DeVries, chalked up more than 10 percent organic growth.

IPG's Weber Shandwick flagship continued its double-digit growth performance for both the quarter and half.

Polansky said Weber enjoyed across-the-board gains as it registered double-digit advances in 24 global markets. Social, digital, content creation, healthcare, consumer and corporate reported solid gains.

Overall, IPG saw revenues tick up 1.3% to \$1.85 billion for Q2, while net income rose to \$124 million, from \$103 million a year earlier.

Chairman and CEO Michael Roth praised the group's organic growth and digital operations, adding that IPG's largest markets like the US, Asia-Pacific and the UK showed "good" growth.

Roth said the company remains focused on cost discipline and share buyback efforts (\$51 million in Q2) that remain "a source of significant value creation."

Roth said the company has raised its organic growth target to 4%-5%, from 3%-4%.

PR inches along at Omnicom in Q2

PR revenues across Omnicom's units limped to a slight 0.3% organic gain in the second quarter, outpaced by advertising (+6.4%) and customer relationship management (+4.3%).

Currency fluctuations, however, pushed revenue growth negative across its major units and overall, as across-the-board revenue fell 1.7% to \$3.8 billion during Q2 on a 7.1% hit on exchange rates. Companywide organic growth was up 5.3%, including a 5.9% climb in North America.

Net income at OMC slipped 3.5% to \$313.9 million, from \$325.2 million a year

earlier.

For the first two quarters, Omnicom PR units, including Porter Novelli, Mercury, Omnicom and FleishmanHillard, among others, posted a 1.6% organic revenue gain.

Zacks downgraded its ratings on Omnicom shares from "buy" to "hold" due to "a competitive and fragmented communications services industry."

The investment research group noted "a susceptibility to concentration risks poses a threat to the ad/PR conglomerate's profitability."

Meanwhile, "soft economic conditions in Europe and adverse foreign exchange impact remain formidable headwinds for the company," according to Zacks.

Zacks acknowledged that OMC "continued its streak of beating earnings estimates for the sixth straight quarter."

Publicis posts 1.2% organic growth

Publicis Groupe CEO Maurice Levy in July reported a 1.2 percent organic growth rate during the first-half, driven largely by a robust performance from digital activities that generate 51% of overall business.

The French ad/PR operation generated a 35.2% surge in revenues due to the integration of Sapient, which CEO Maurice Levy said is "slightly ahead of plan."

He boasted Sapient is "fulfilling promises that exceed our strategic valuation of the company."

Claimed Levy: "None of our competitors is capable, on a standalone business, of providing a complete range of services from consulting and technology right up to the execution of communications programs."

On the PR front, MSLGroup picked up new business from American Public Health Assn., 24 Hour Fitness, and Rover.com in the U.S.; AIG, Conforama, Elior, Michelin, Credit Agricole, Sanofi Pasteur, Orange (France); ING, Thyssen Krupp, Amazon, Nivea in Poland; Alibaba.com (China) and Rotterdam World Gateway Terminal Ransstad Holding and Cathay Pacific in Holland.

Levy predicts accelerated organic growth and a double-digit revenue growth for the second half.

FTI Communications' Q2 revenue slides

FTI Consulting reported strategic communications revenues slid 18.6% to \$43.4 million in the second quarter as the decline

in oil prices cut into energy revenues in the sector.

Overall, the business consulting company posted a 1.1% decline on revenues of \$449.1 million for Q2 as currency changes bogged down a 2% uptick in revenue. Forensic and litigation consulting led the way with a 5.9% increase to \$126.1 million, followed by corporate finance/restructuring (+4.9% to \$109.1 million) and economic consulting (+7.3% to \$108.7 million).

"There's obviously a lot of work to do," said President and CEO Steven Gunby.

CFO David Johnson pointed out that FTI's North American strategic communications business has a large energy practice and was hurt by client reactions to low oil prices, weakening demand for FTI services.

"I know that many of you have expected significantly higher revenues in [strategic communications]," he said in a conference call. "In our view this is not a miss. We are transitioning to a higher margin model in this segment and we have consciously sought to eliminate less-profitable revenue." Johnson called the revenue slide "small and in-line with expectations," noting currency changes and pass-through revenues had a significant impact on revenues.

MDC sees solid gains in tumultuous Q2

MDC Partners, which ousted its Chief Executive Miles Nadal in July amid an SEC probe into expenses, saw a 17.4% climb in revenue in its strategic marketing services (advertising and PR) operation for the second quarter to \$270.1 million.

MDC's performance marketing operations (data analytics, experiential) fell 3.9% to \$66.5 million for Q2. Revenue across the board rose 12.4% to \$336.6 million, including an organic gain of 8.3%, and net income reached \$29.6 million.

The conglomerate's PR operations include Allison+Partners, Kwitken and Sloane & Co., among others.

Scott Kauffman, a board member who took the Chairman and CEO reins in July, pointed to wins for PayPal, Hershey and Novartis as key to net new business of \$27.3 million for the quarter. He outlined three priorities for MDC: growth in North America, media buying scale, and M&A.

"While we have work to do to ensure that we recapture your trust, I intend to demonstrate to all of you that our best days are ahead," he said in a conference call.

MDC paid out \$96 million in deferred acquisition expenses and closing payments in Q2. It has about \$35 million in cash on its balance sheet. ●



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Margaritis checks into Hilton

Bill Margaritis, a 33-year communications veteran, has joined Hilton Worldwide later this month as Executive VP-Corporate Affairs.

Most recently Senior VP-Global Communications and Investor Relations at FedEx Corp., Margaritis will take charge of global internal/external PR, government relations and corporate social responsibility. He'll report to CEO Christopher Nassetta and serve on the company's executive committee.



Margaritis

"After an extensive and thoughtful search, Bill stood out as a highly respected and seasoned leader with a proven track record and the right combination of experience," said Nassetta in a statement.

Prior to FedEx, Margaritis was VP-PR & Marketing Communications for Europe, Africa, Middle East & Southwest Asia for Bechtel Corp. and Manager for state government affairs for Occidental Petroleum.

He did a U.S. government stint as Special Assistant for Intergovernmental Affairs for former Commerce Secretary Malcolm Baldrige. ○

Harris reunites with CEO at ConAgra

Jon Harris, a top PR executive for Hillshire Brands, Sara Lee and Bally Total Fitness, has moved to ConAgra Foods as Chief Communications Officer.

ConAgra has undergone a management overhaul led by new CEO Sean Connolly, the former Hillshire Brands chief.

Harris was Chief Communications Officer at Hillshire under Connolly from 2012 until its acquisition by Tyson in 2014.

He was previously Senior VP of Global Comms. for Sara Lee Corp. and VP of Media Development and Comms. for Bally. He started out in the agency realm with Ketchum and Medicus PR.

ConAgra CMO Joan Chow stepped down in August.

Longtime PR hands include Chris



Harris

Kircher, VP of Corporate Affairs for the company, and Teresa Paulsen, VP of Comms. and External Relations. ○

Rubenstein hires NY Times vet

Bill Goss, a 23-year veteran of *The New York Times* and Editor of its Sunday real estate section, has joined Rubenstein.

He will counsel on real estate matters, mentor executives and serve as strategic advisor to President Steven Rubenstein and Executive VP Rick Mathews.

Prior to walking the real estate beat, Goss served as editor at the *Style* and *Metropolitan* desks.

"Bill's experience, wisdom and knowledge — coupled with his innate ability to identify compelling narratives — will be invaluable to our clients and our practice," said Steve Rubenstein in announcing the Goss hire. ○



Goss

Walmart VP of IR to depart

Carol Schumacher, VP of Investor Relations for Walmart, who held top communications posts at Kerr-McGree and Home Depot, is leaving the retailer after 11 years.

A Walmart spokesman told *O'Dwyer's* Schumacher is relocating to the southeast with a new company and post that has not yet been announced.

The company credited Schumacher with digitizing its IR function and building a "first-class" investor communications organization. She will stay on through its quarterly earnings, exiting on Aug. 21. ○

Burson's Goldstein to Ogilvy's corp practice

Nancy Goldstein, a VP for Burson-Marsteller, has moved to Ogilvy PR in New York to lead its work for 3D Systems, the 3D printing pioneer.

Goldstein takes a VP role in Ogilvy's corporate practice under executive VP Nicky McHugh, who heads that unit in New York.

In addition to external relations and thought leadership for 3D Systems, Goldstein will handle fashion trend fore-

casting and analysis firm WGSN and other global accounts.

Her client run over nine years at Burson included Intel, Johnson Controls, Bayer and Accenture, among others. ○

Marriott picks Primrose for PR

Marriott International has picked Tricia Primrose for the Global Chief Communications and PA Officer slot.

She comes from Rational 360, where she counseled corporate clients since 2013.

Primrose did a dozen year stint in the PR department of AOL, rising to the top as Executive VP-Global Communications & PA. In that capacity, she led a 50-member team, handling corporate matters, PA, internal relations, publicity, event marketing and philanthropy.

At Marriott, she'll handle image/reputation, communications planning, CSR, and gov. relations. ○



Primrose

Baltimore police get a new PR head

The embattled Baltimore Police Department has brought in a new top spokesman, following the exit of a 13-year police officer in the post in July.

T.J. Smith, a 16-year veteran of the Anne Arundel County Police Dept. south of Baltimore, has joined the BPD as Director of Media Relations.

The U.S. Dept. of Justice is investigating the Baltimore PD in the wake of large protests against police this year that followed the death of a 25-year-old man, Freddie Gray, while in police custody.

Interim BPD Commissioner Kevin Davis called Smith a "native son" of the city and "trusted voice" over 16 years in his previous post.

Smith will work as a civilian with the BPD with a salary of \$120,000 per year.

BPD Capt. Eric Kowalczyk stepped down after two years as the force's Spokesman this year and formed a PR shop to advise law enforcement on messaging. ○



Smith



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Behind the Scenes at the Everything But Water photoshoot in Los Cabos, Mexico.

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Our top PR Firm works cross industry with exceptionally strong Fashion, Beauty & Lifestyle PR Divisions. We proudly represent a roster bursting with esteemed clients such as SprezzaBox, a top rated men's subscription box; Silvia Bours; France's Moulin Rouge, the famed historical French Cabaret

with a huge focus on elaborate costumes boasting feathers, Swarovski crystals and sequins, and original music; and many more. Past clients have included the likes of Nina Skarra for Mercedes Benz Fashion Week, celebrity runway shows like The Reality of FASHION The Reality of AIDS, and brands such as W Concept.

BPMR opened its doors in 2005, and today both clientele and offices span across the globe. Our headquarters are located in the heart of bustling New York City on Madison Avenue with additional Beautiful Planning Marketing & PR office locations in San Francisco, California; Vancouver, Canada; and London.

BEEHIVE PR

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Lisa Hannum, *President & CEO*
Nicki Gibbs, *Senior Vice President*
Ayme Zemke, *Vice President*

Beehive PR is a strategic PR boutique and certified women-owned business with a reputation for fresh insights, big ideas and contagious energy. We help our clients live their brands and influence their communities with passion and authenticity.

Our team of senior strategists and savvy specialists has served beauty and fashion industry clients including 6pm.com, Christopher & Banks, Dayton's, Dressbarn Stores, J.R. Watkins Naturals, JB Hudson Jewelers and Juut Salons.

From brand positioning and special events to editor tours and blogger relationships, Beehive helps our clients see limitless possibilities and inspires bold growth.

CAROLYN IZZO INTEGRATED COMMUNICATIONS (CIIC)

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Carolyn Izzo-Feldman, *Pres. &*

Chief Strategist
Patricia Fahie, *Executive VP*
Kate Wark, *Senior Vice President*

CIIC is a full-service public relations, social media and marketing firm specializing in creating dynamic campaigns for the fashion, lifestyle, food & beverage, travel, and hospitality industries. CIIC's work is not only strategic, creative and results-driven, but award winning as well. CIIC's work has been honored with a Media Relations Award by *PR Daily* as well as HSMIA (Hospitality Sales & Marketing Association International) Adrian Awards across Gold, Silver and Bronze categories.

Headquartered in New York, CIIC has affiliate offices in Los Angeles, San Diego, Mexico City and Miami, and is an exclusive member of latamPR and Tribe Global. Additionally, CIIC is certified as a Woman Owned Business by the Women's Business Enterprise National Council (WBENC).

CLY COMMUNICATION INC.

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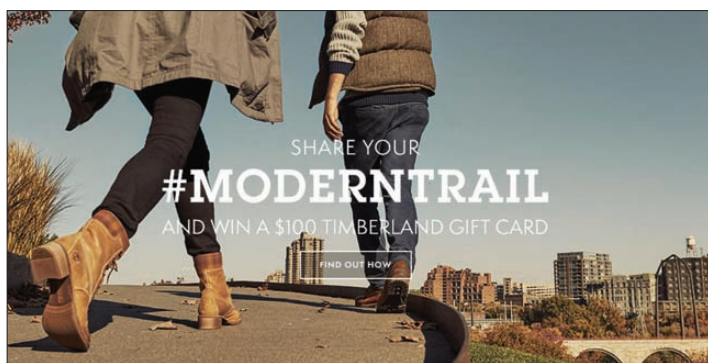
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Raffaele Castelli, *CEO*

CLY Communication is an international agency with the outstanding combination of classic PR, event planning and celebrity relations. The firm strategically positions its clients to be viewed in fresh and exciting ways, professionally supporting in all three mentioned fields: PR, event and celebrity relations.

Founded in 2009 by Raffaele Castelli, CLY has grown to become an international company that continues to be inspired by Castelli's creative insights. CLY Communications reaches beyond industry standards on behalf of its clients in the beauty, fashion & lifestyle industries.

The PR agency's network in New York and Berlin allows us



Coyne has been selected as agency of record by global outdoor lifestyle brand Timberland, to provide public relations strategy, ideation and program activation in North America. The agency will help evolve the brand by creating strategic programs to build awareness and excitement around Timberland's rugged-to-refined, head-to-toe collections, while celebrating its versatility, performance and commitment to sustainability.

to offer clients tailor-made PR solutions and social media content. With regard to corporate seeding on behalf of the agency's lifestyle, fashion, and beauty clients, whether corporate, product or event-based, CLY collaborates with tastemakers across the music, film and TV industries for everyday life and red carpet events.

CLY Communications has worked with notable clients such as GLOSSYBOX, Condé Nast Samsonite, Desigual, Happy Socks, Omega, Photowall, and Escada Eyewear. We supervise premium clients as well as nurture young brands in the areas of fashion, beauty, lifestyle and culture.

COYNE PR

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Deborah Sierchio, Senior VP, Beauty, Fashion & Lifestyle
Kate McShane, VP, Beauty, Fashion & Lifestyle
Jill Kleiner, APR, Assistant VP, Beauty, Fashion & Lifestyle

Coyne's success was built on a foundation of unbridled creativity, continual enthusiasm, a firm strategic approach and impeccable integrity. We care deeply about our clients and take great pride in our work by providing exceptional ideas and unrivaled client service. With dedicated senior leadership

and integrated thinking beyond the initial ideation, we envision ourselves as more than just "the agency," but rather serve as an extension of our clients' internal teams.

As specialists in the consumer lifestyle space, the Coyne team has deep expertise across the beauty, fashion and lifestyle categories. Working with both industry leaders and challenger brands, we employ an integrated, insights- and data-driven approach focused on engaging consumer audiences along the path to purchase and beyond, creating demand for our clients' brands and fostering deep and lasting relationships.

FILM FASHION

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Carla Blizzard, Senior VP

Film Fashion, an exclusive division of Rogers & Cowan, specializes in matching fashion and accessory brands with prominent celebrities to provide heightened brand awareness. This specialty PR firm creates customized solutions to match clients and their latest fashions with the "right" celebrities and trendsetters that embody their brand and promote the desired image.

The firm leverages these Hollywood associations into media coverage through the execution of strategic media relations cam-

Continued on page 24



CLY Communication with offices in New York and Berlin is a communications agency specialized in PR, Event and Celebrity Relations.



Scarlett Johansson looks stunning in a Bec & Bridge dress, Pedro Garcia shoes and Oron handbag at the Independent Spirit Awards. Clients: Bec & Bridge, Pedro Garcia and Oron.

FILM FASHION

Continued from page 23

paigns targeting key fashion, lifestyle, and entertainment press. Media activities for their roster of fashion designers, fine jewelers, luxury goods, and specialty retailers may include designer profiles, collection launches, and fashion shows. Film Fashion's unique showroom space provides an optimal location to introduce media, stylists and celebrities to our clients' brands by housing an edited collection of samples.

Recent projects have included dressing celebrities for magazine photo shoots and red carpet appearances, securing editorial placements and coordinating product placement working with talent such as Angelina Jolie, Kate Winslet, Scarlett Johansson, Jennifer Lopez, Taylor Swift, Blake Lively, Kate Hudson, Beyonce, and Katy Perry.

Clients include A Pea in the Pod, Bec & Bridge, Chopard, Georges Chakra, Pedro Garcia, Romona Keveza, Swarovski, Tadashi Shoji and Zuhair Murad.

FINN PARTNERS

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Richard Funess, Senior Managing Partner
Howard Solomon, Managing Partner

Effective communication for modern brands requires creative storytelling across multiple stages. From traditional media relations to cutting edge digital, collaboration with Finn Partners produces amazing results. The firm's fashion, beauty and lifestyle expertise lies in the 30-plus years of combined experience in the field by a seasoned team of professionals. Finn Partners specializes in a collaborative approach that forges effective partnerships between fashion and beauty brands and tastemakers in the arts, music, film, media, and civic arenas. In this manner, brands are strongly positioned to capture consumer and media interest in traditional and unexpected

places. Over the years, Finn Partners has represented both iconic and emerging brands.

FRENCH/WEST/ VAUGHAN

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Rick French, Chairman & CEO
David Gwyn, President / Principal
Natalie Best, Executive Vice President / Director of Client Services / Principal

French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs and brand communications agency, independent or otherwise. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV now employs 87 public relations, public affairs, social media, advertising and digital marketing experts among its Raleigh, N.C. headquarters and New York City, Los Angeles and Tampa offices.

Ranked as the #3 firm for beauty and fashion PR by O'Dwyer's, FWV helps clients build retail and consumer demand for their product lines through earned media coverage, line reviews, collection previews, celebrity seeding, cooperative retail promotions, high-visibility trade show support, engaging social/digital campaigns and much more.

FWV's present and past beauty and fashion clients include Wrangler and Riders jeans, Justin Boots, Arena USA, Airplus Footcare, SKINS, Gemesis Diamond Company, Lily of France and Vanity Fair lingerie, Speedo, Vidal Sassoon, Givenchy, Ferragamo, Bob Mackie, Celine, Escada, La Prairie, Joanna Mastroianni, That's So Raven Fragrance, Wrangler Fragrance for Men, Vincent Shoes, Dearfoams, Diana Vincent Jewelers, Fossil, Swatch, Monet, Marithe & Francois Girbaud, Kasper A.S.L suits and sportswear, Susan Gail handbags and Joe Boxer.

In addition to its portfolio of beauty and fashion clients, FWV works with many of the world's leading consumer lifestyle brands, including Bassett Furniture, Caligaris Home Furnishing, Melitta USA and Pendleton Whisky. The agency's fully integrated creative and digital team also provides award-winning advertising, graphic design and digital and social media services for a wide range of clients.

HUNTER PUBLIC RELATIONS

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Grace Leong, **Jason Winocour**,
Jonathan Lyon, **Erin Hanson**,
Mark Newman, **Donetta Allen** and
Gigi Russo, Partners

Hunter Public Relations is a top-ranked marketing communications firm specializing in consumer and lifestyle public relations. Revitalizing mature brands, creating buzz for new products and building awareness among key influencer groups are among the firm's specific areas of expertise.

Founded in 1989, the 110-person firm offers strategic marketing PR services including creative ideation and brainstorming facilitation, traditional media relations, social media marketing, special event production, product introductions, influencer engagement, and Hispanic programming, on behalf of some of America's most beloved and best known brands.

Clients have included Johnson & Johnson, McNeil Consumer Healthcare, L'Occitane (Melvita U.S. launch), Dana Classic Fragrances, Alberto-Culver, Church & Dwight, and the New York City Clothing Bank.

JAYNE & COMPANY, LLC

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Jayne Morehouse, President

At Jayne & Company, LLC, we build beautiful, meaningful relationships for new, growing and established brands, products and personalities. With a rich history and special expertise in the professional salon and spa beauty channel, we collaborate with beauty, wellness and lifestyle brands to create memorable, engaging stories that differentiate them in the marketplace. Then, we share those stories via targeted traditional, digital and social media and directly via traditional marketing tactics, digital campaigns and personal outreach to the audiences who matter most throughout their distribution channels — from their distribu-

tion partners to end consumers to grassroots community enthusiasts who delight in sharing the stories.

Our point-of-difference comes from a strategic and interactive understanding of our partners' businesses, coupled with an indelible passion for the growth of their brands in leadership, influence and sales. But most of all, our fun, entertaining and relevant communications process positions our clients' brands as memorable, meaningful and authentic.

KAPLOW

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Liz Kaplow, President and CEO

For more than 25 years, Kaplow Communications has been changing conversations through innovative storytelling that helps consumers fall in love with clients' brands.

Kaplow is known for its long client relationships: it has been Cosmetic Executive Women's PR partner for 20 years and has worked with Shiseido and CVS/pharmacy Beauty for over 15 years. Other beauty and fashion clients include Laura Mercier, Amway's Artistry, No Nonsense and PVH.

Kaplow's programs for best-in-class beauty, fashion and lifestyle clients drive consumer behavior. When the agency introduced Warner's new bra line as the solution for "sleeveage," the product flew off shelves and retailers had to double their orders. And when Kaplow launched Curl Secret for Conair, it sold out across the country before the first ad broke!

Kaplow continues to redefine the public relations practice — making it the communications agency of the future, today.

KENWERKS

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Kenneth Loo, Founder

Kenwerks is a strategic and experimental marketing firm with offices in both New York and Los

Angeles. Founded by Kenneth Loo in 2009, we are the go-to resource for fashion brands (and fashion brands only) to launch or re-invent in this competitive marketplace. Our formula is simple: traditional PR is only one slice of the marketing pie and where other agency's services stop, Kenwerks excels. With a portfolio of global brands that span across all categories of fashion, footwear and accessories, our work begins with brand strategy development. We are masters of defining and evolving core brand DNA and messages through a proprietary process of audit, research and comprehensive industry understanding. We leverage the long experience of industry veterans with savvy trendsetting millennials to fuse history with potential. In execution we cover the entire spectrum of clients services from Creative—including advertising, commercial and branding art direction and production—to loud Public Relations, coveted Celebrity, focused Experimental Marketing, impactful Event and trailblazing Fashion Blogger marketing campaigns. Our clients include CULT DENIM, Australia Luxe Collective, Boohoo.com, Southern Tide, Mavi Jeans, Koolaburra, 34 Heritage, FNPLATFORM Trade Show, Premiere Vision Trade Show, Rodd & Gunn, K-Swiss, Cockpit USA, Bugatchi, Howe, Palladium, Creative Recreation, Graf & Lantz and many more.

MAKOVSKY

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Ken Makovsky, President & CEO

Headquartered in New York, with an owned office in Washington, D.C., Makovsky is a leading global independent integrated communications consultancy, building businesses and reputations with ideas that cross the boundaries of traditional, digital, social and experiential media.

Makovsky has specialties in Health, Financial & Professional Services, Technology, Energy & Sustainability and Digital Branding. Our services include public relations, social media, crisis communications, change management and investor relations.

In 2014, Makovsky won 39 company and campaign awards including the Bulldog Stars of PR Awards

for "Agency Professional of the Year," and the American Business Award for "Marketing Campaign of the Year" for health services and insurance. The firm has also been recognized for its "Overall Web Design" by the American Business Awards, "PR Firm of the Year" by *PR News* Elite Awards, "Health-care Agency of the Year" by *The Holmes Report*, and was ranked as one of the "Top Places to Work in PR" by *PR News*. The firm also won a PRSA Bronze Anvil, three PRSA Big Apple Awards, the Financial Communications Society Portfolio Award for client campaigns and multiple Gold, Silver and Bronze Stevies.

Makovsky is also the founder of IPREX, the second largest worldwide corporation of independent agencies in more than 30 countries and 40 US cities.

MARKETING MAVEN

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At Marketing Maven, we believe beauty is in the eye of the consumer. As a results-driven integrated marketing and communications firm specializing in earning national media exposure for clients, we create strong relationships with celebrities and nationally recognized make-up artists and stylists to earn editorial coverage. We pride ourselves on our sales-focused and engagement-driven tactics that have proven to increase revenue and develop customer loyalty for our beauty and fashion clients.

Our clients value the social activation and media outreach strategies we implement alongside branded marketing collateral and coordination at red-carpet events, which set our clients apart as industry trend-setters. Marketing Maven also maintains close ties with fashion, beauty and lifestyle editors at major publications and television producers on a national level.

With expertise in creating innovative communications solutions,



Marketing Maven's Stephanie Siewert and Nadia Duwaik demonstrate the VOLOOM™ hair volumizing iron for a social media video.

we represent a wide array of clients in the beauty and fashion industry including major hair icons, pageants, luxury beauty products from hair care to skin care, and designer brand clothing.

M BOOTH

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Jennifer Teitler, Senior Vice President and Director

M Booth is an integrated marketing agency that shapes opinion, enhances reputation and drives business results for some of the most iconic beauty, personal care and fashion brands. Our expertise includes brand building campaigns, strategic partnerships, new product launches, influencer outreach, asset creation, digital and social media management and ongoing media relations. To elevate beauty credentials for the Vaseline brand, we created limited-edition bejeweled lip therapy minis and secured distribution at trendy retailers Kitson and Fred Segal, making the \$45 jars a must-have holiday item. For St. Ives, we brokered a partnership with Muderella, the female targeted Tough Mudder, to bring millennial participants hot showers, and St. Ives scrubs and body wash to help clean and refresh them after the race. To support Burlington's cause-marketing initiatives, we helped create the "Heart of Style" campaign, a mobile tour in partnership with WomenHeart that traveled to Burlington stores across the country to inform women about

heart disease. The initiative provided heart health screenings to 2,000 women, reached over 163 million consumers through media coverage and raised \$1.47 million for WomenHeart in support of women's heart health. Other brands the agency has represented include Lands' End, JCPenney, Aerosoles, Maidenform, BHLDN and Red Door Spas.

MFA (MISSY FARREN & ASSOCIATES)

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Missy Farren, Founder & CEO
Caroline Andrew, Senior VP

MFA Ltd. is a full service, boutique PR agency based in NYC with outposts in SoCal and the Midwest. Passion With Purpose summarizes the agency's 20+ years of dynamic PR, digital and marketing communications success with a diverse set of client partners. Our team of adventurers, foodies, sports enthusiasts and champions of social good are dedicated to doing what we love and loving what we do for a varied group of wellness, consumer products and sports brands, culinary and travel entities. Additionally, cause marketing and corporate social responsibility programs are handled through the agency's MFAAction division. We're not just media relations, social media, strategy and communication experts, we live

Continued on page 26



Pierce Mattie Communications' Media Oasis.

MFA

— Continued from page 25

our clients' lifestyles every day. Recent and current partners include Quiksilver, ROXY, Stance, Life-Proof, Olukai, Burton Snowboards, DC Shoes, lululemon, Alex and Ani, US Ski & Snowboard Association, Target, Virgin Mega, Giggle, Global Surf Industries, Juja Active, Cannondale, Schwinn, Charles & Colvard, the Westin Hotels & Resorts, philosophy, No Kid Hungry, KaBOOM! and Care2.

PEPPERCOMM, INC.

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Janine Gordon, President, luxury
& lifestyle
Maggie O'Neill, Partner & Managing Director

Peppercomm is an independently owned 20-year-old integrated communications and marketing agency headquartered in New York with offices in San Francisco, Boulder and London, and with 110 employees. Together, we decipher data and make sense of the disruptors,

enabling us to look around the corner and see what's next. The result? Tailored insights that serve as our compass and catalyst, inspiring us to help take your brand in a brave new direction.

Our approach marries fully integrated marketing strategy with high-touch service and depth of expertise in the beauty, lifestyle and luxury categories. Our experience runs deep and includes work for brands such as CARGO Cosmetics, Crocs, Holland & Holland, Kiehl's Since 1851, Michael C. Fina, MINI Cooper, Mustela, Perricone MD, Pixi, Spa Castle, T.J.Maxx and Marshalls and Whirlpool Corporation, to name a few.

Whatever your style, whatever your communication needs, Peppercomm is here to partner with you. An alluring new season of possibilities awaits. Let's start your story.

PIERCE MATTIE COMMUNICATIONS

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Joshua Blaylock, Director of Business Development

Pierce Mattie Communications remains the industry leader in public relations for beauty and lifestyle consumer brands. It is the only PR agency with a modular event/spa space for the press located in Times Square that features an educational space, spa/treatment room, hair & make-up studio, multimedia

capabilities and lounge. At Pierce Mattie Communications, we take a strategic approach and align our programs with client business, marketing and public relations objectives. We believe that a successful program is a combination of intelligent approach, solid relationships, hard work and client/vendor chemistry.

RED PR

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Julia Labaton, President

An award-winning communications firm specializing in beauty, fashion and lifestyle brands. We are fast, efficient and well connected. We believe in creative thinking and teamwork. We're passionate about success.

We customize programs to support our clients' business goals, strengthen their reputations and to drive bottom-line results. We have excellent relationships with key beauty and lifestyle media, bloggers, influencers and stylists. Clients benefit from our contacts, creativity and deep industry knowledge and experience.

Services include publicity, social media, influencer relations, branding, event production, sponsorships, media training.

Clients: Cricket Company, Fendi Fragrance, Gelish, Groh, Morgan Taylor Lacquer, Ouidad, Phuse Beauty, Preciosa Crystal.

ROGERS & COWAN

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Fran Curtis, Executive Vice President (New York)

Maggie Gallant, Executive Vice President (New York)

Valerie Zucker, Senior Vice President (Miami)

Rogers & Cowan treats each one of its Fashion and Beauty brands as a celebrity — because every brand has a distinct personality that sets it apart. With many of the top brands in Fashion and Beauty under our banner, we were among the very first PR agencies to leverage the explosive marketing power of fashion and celebrity.

The agency is located in New York, Los Angeles, Atlanta and Miami, some of the largest fashion capitals in the world. We offer extensive expertise in the fashion, beauty and luxury categories providing marketing communications campaigns, editorial placement, social media strategies, fashion week support, event management, celebrity/influencer seeding and product placement. Our commitment is illustrated in the work we do in promoting men's, women's and children's apparel, eyewear, handbags, shoes, jewelry, timepieces, beauty/skincare products, hair care, celebrity brands, designers and fashion-related events.

Through its Film Fashion brand, Rogers & Cowan is the only PR agency with a specialized unit focused on matching fashion and accessory brands with prominent celebrities for red carpet appearances, securing editorial placements and coordinating product placement. (See separate listing for Film Fashion.) Additionally, our Black Sheep Social Media unit works with a variety of fashion and beauty brands on audience engagement and peer-to-peer conversations.

Clients have included The Intimate by Britney Spears Collection, Rosie Pope Maternity, Lancome, Estee Lauder Companies, Kardashians Collection, Drybar, Glo Science, Kate Walsh Boyfriend Fragrances, Lea Black Beauty, PRAI Beauty, Kohl's Jennifer Lopez and Marc Anthony collections, Avon Voices, Pastry by Angela and Vanessa Simmons, TW Steel, Swarovski, Sunglass Hut, Ray-Ban, Clinique, Coty's Beyoncé Pulse and David Beckham Fragrances and Glamour Reel Moments.

RUDER FINN, INC.

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Maryam Ayromlou, Executive VP, Corporate Communications

As one of the largest independent global communications agencies, Ruder Finn has a deep

— Continued on page 28

BUSINESS TRAVEL



MEETINGS & EVENTS



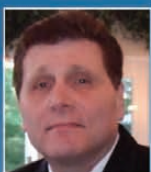
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Gloria Bohan
President, Founder & CEO



Nick Lananna
Client Services Manager

"Call me"



Omega World Travel brings 42 years of travel industry knowledge and expertise to you, combining personalized service and advanced travel technology solutions.

- Vendor and Sourcing Support
- Executive Travel Programs
- Travel Policy Consulting
- Risk Mitigation
- Mobile Technology
- Corporate Travel Solutions
- Duty of Care Technologies
- Global Capabilities
- Data Consolidation and Analytics
- 24/7 Support
- MICE Support & Management
- Leisure Travel - Cruise.com



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Fall collection from one of Turner's sustainable fashion client partners, Alternative.

Photo credit: Alternative.

RUDER FINN

Continued from page 26

understanding of the global market — including the U.S., Europe, and China — and the trends driving business today. The agency's dual headquarters in New York and Beijing gives us a strong perspective on fashion, style, luxury and evolving habits of consumers around the world. Ruder Finn partners with the world's leading luxury brands in fashion, lifestyle and beauty to craft their story, build corporate reputation and enhance brand awareness and visibility through integrated creative communications programs in markets across the globe.

Ruder Finn's expertise lies in helping luxury brands enhance their positioning in a competitive market, as well as connect with and gain understanding of their customers. For the past six years, Ruder Finn has released our annual China Luxury Forecast, which surveys Chinese consumers on their luxury purchasing habits. The results of this survey have provided invaluable insights for our clients who are looking to move into this important luxury market.

Ruder Finn works with life-

style clients to establish consistent brand communications and build awareness with consumers, thought leaders, journalists, influencers and other key stakeholders. Our capabilities in this industry include corporate reputation, brand awareness, stakeholder mapping, global media relations, consumer relations management, crisis communications, event management, marketing communications, corporate social responsibility, thought leadership, online engagement and community building.

SPM COMMUNICATIONS

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Suzanne Parsonage Miller, President & Founder

For more than 15 years, SPM has promoted and protected brands through media relations, social media strategy, spokesperson training and crisis management. Our "No Jerks" policy, which was featured in *The Wall Street Journal*, is the core of SPM's culture. It means we foster an atmosphere of mutual respect and trust among clients, team members and company leaders that leads to a creative, collaborative and productive environment.

From former newspaper reporters and TV journalists to social media strategists, media relations specialists and corporate commu-

nications experts, our team is made up of experienced professionals who approach each client's brand holistically. Our team's extensive fashion, beauty and lifestyle brand experience includes eraclea Skin Care, Receptics, Spa Castle, Etre Belle, Aveda, Tiffany & Co., Enfusia, Nautica, Dickies Workwear, A Pea in the Pod, Beretta Gallery, Madewell, FitLogic, Naya, Naturalizer, E! Live from the Red Carpet product line, The Vintage Pearl, Heelys, NorthPark Center, Bliss Spa Dallas, The Spa at the Crescent and Goss Gallery.

Whether the client is a category-leading national powerhouse or a startup, SPM works to build businesses by creatively telling clients' stories in many voices to many audiences to not only resonate with consumers, but provide measurable ROI.

TURNER PR

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Christine Turner, Founder and President

Mariana DiMartino, Senior Vice President, Lifestyle
Angela Berardino, Chief Strategy & Integration Officer

Turner PR is a national public relations, social media and digital communications firm representing fashion, active lifestyle, modern outdoor and travel brands. Our lifestyle practice is dedicated to meaningful and thoughtfully designed apparel, footwear, hard goods, streetwear and boutique fitness brands that are deliberate about leading their crafts. We're an established resource for journalists, bloggers, stylists and brand ambassadors. We connect brands to the endemic and creative class audiences and influencers across the globe. To back it up, we lead with PR and social media account specialists activating in more than 40 cities across the country each year. We're experts at rich story telling, product and brand media placement, event production, influencer and celebrity relations, familiarization experiences and creating innovative digital campaigns that establish community and brand equity.

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Weber Shandwick offers a strategic, innovative and integrated approach to beauty and fashion — one that continues to evolve in real-time with today's fast-paced PR and social landscape. With decades of beauty, fashion and lifestyle experience, our global team of experts is well-versed in the latest industry trends and tools necessary to cut through the clutter of competitive and dynamic markets. We represent leading brands in the industry — from skin care and hair care to apparel and retail — and have brought major industry innovations to market for our clients.

Expertise includes influencer relationship management, brand building, product launches, social media strategy and creative development, content creation and management, editor and blogger events, celebrity spokesperson acquisition and talent partnerships, event and fashion show planning, grassroots marketing, multicultural engagement, branded entertainment including integration and sponsorships, celebrity and influencer seeding, retailer/trade support, cause marketing and issues management.

Weber Shandwick prides itself on its relationship-built network of top beauty and fashion influencers, including social media mavens, magazine directors, TV producers, top bloggers, celebrity stylists, makeup artists and Hollywood A-listers. These relationships are paramount in producing award-winning results for clients. From magazine pages and national broadcast to the most influential blogs, web sites and social handles of today's top influencers, Weber Shandwick executes memorable beauty and fashion campaigns that garner attention and incite action by the brand's key stakeholders. ○

O'Dwyer's October issue will profile Healthcare PR firms. If you would like to be profiled, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

O'DWYER'S RANKINGS

TOP BEAUTY & FASHION PR FIRMS

	Firm	Net Fees (2014)
1.	Edelman, New York, NY	\$16,662,485
2.	Ruder Finn, New York, NY	7,504,455
3.	French West Vaughan, Raleigh, NC	4,297,243
4.	5W Public Relations, New York, NY	3,800,000
5.	Turner PR, a Fahlgren Mortine company, New York, NY	2,072,791
6.	Coyne PR, Parsippany, NJ	1,697,153
7.	Zeno Group, New York, NY	1,502,188
8.	SPM Communications, Dallas, TX	740,452
9.	LaunchSquad, San Francisco, CA	730,000
10.	Beehive PR, St. Paul, MN	668,221
11.	Finn Partners, New York, NY	584,681
12.	Current, Chicago, IL	532,966
13.	Inkhouse Media + Marketing, Waltham, MA	450,880
14.	Style House PR, New York, NY	408,062
15.	Marketing Maven Public Relations, Camarillo, CA	352,831
16.	O'Malley Hansen Communications, Chicago, IL	340,600
17.	360 Public Relations, Boston, MA	296,844
18.	LEVICK, Washington, DC	221,032
19.	RF Binder Partners, New York, NY	194,021
20.	Peppercomm, New York, NY	177,755
21.	Pan Communications, Boston, MA	156,000
22.	AMP3 Public Relations, New York, NY	151,423
23.	Rosica, Paramus, NJ	140,831
24.	Jackson Spalding, Atlanta, GA	100,022
25.	The Power Group, Dallas, TX	78,473
26.	IW Group, West Hollywood, CA	64,000
27.	Maccabee, Minneapolis, MN	57,323
28.	Trevelino/Keller, Atlanta, GA	50,000
29.	McNeely Pigott & Fox Public Relations, Nashville, TN	22,000
30.	PadillaCRT, Minneapolis, MN	21,025
31.	Didit Communications, LLC, New York, NY	17,800

Watch your language

By Fraser Seitel

In the words of rap artist, Twitter poet and 21st century cultural icon Kanye West: “All we have are our dreams and you can step on our dreams all you want, but we won’t stop fighting.”



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

To which adoring masses can only reply, “what?”

One need not be as old or bitter as I am to see the state of language in our society has hit rock bottom. Newscasters and journalists mangle grammar. Novelists, screenwriters and comedians mistake profanity for sagacity. Politicians try to out-coarse one another. And social media-fueled celebrities can’t even

speak English. With each new assault, the

language standards of society diminish.

But we in the public relations profession shouldn’t succumb to this continued dumbing down of language — at least not without a fight.

Just as “clothes make the man” — or woman! — so, too, are public relations professionals still largely judged by the words they use. The word choices we make to express our attitudes and opinions say a lot about the intelligence of our arguments and the persuasiveness of our writing. Words are the currency of skillful public relations professionals.

Public relations professionals should select their words carefully. This is no easy matter, since many words carry with them intrinsic meanings — or “baggage” — that may mean different things to different audiences. Some words are particularly politically sensitive; words like “capital punishment” or “right winger” or “liberal” or “entitlement” — not to mention “Mexican rapist” — are especially charged, depending on the audience. Knowing what words can persuade a particular audience is critical.

But how does a writer assess his or her audience, in terms of word choice? One simple

exercise that works is the “Grandma Test.” This is based on the hypothetical exercise of allowing your grandmother — or grandfather, or mom, or dad — to read your writing to see if she understands what you’re getting at. If Grandma can’t figure out the point, then you’ve got a problem.

Too often, PR people write for their own executives, using words that may be understood internally but not by either customers or the public. In such cases, jargon — the buzzwords and expressions used by a company or group — is the enemy. To combat using jargon or writing with internal political blinders, the Grandma Test encourages you to assess your copy objectively and from a common sense perspective. To be truly persuasive, a writer must think about his readers, imagining a “typical” recipient who needs to be persuaded and keeping the following principles in mind:

Use words the audience would use. If you work for an insurance company that sells policies to protect doctors from professional liability, such insurance might be referred to as “medical professional liability insurance” within the organization. Most readers, however, understand this type of coverage as “malpractice insurance,” which is how it should be described for a typical audience.

Treat the audience like people. Too often, writers resort to formal language when simple human terms will do. For example, referring to your audience as “unemployed” or “insured” or “mortgagees” or “staffers” is less complimentary or advisable than referring to them in more human terms, as “young workers” or “physicians” or “home owners” or “colleagues.”

Treat the audience as friends. Write like you know them. Use informal words rather than stilted or formal terms. Communicating clearly means writing something that is understood immediately, with little need for clarification. That requires writing with a vocabulary that is clear and comfortable to the reader.

Don’t talk down to the audience. Audiences resent writing that is condescending. If your audience is educated in a particular field — nuclear physicists, for example — then it’s perfectly acceptable to use terms and even jargon that they’ll clearly understand and even expect.

The words you choose should be appropriate to the audience you’re trying to persuade. That’s what will distinguish you as a gifted writer among a pack of pedestrian talents. Or, as literary sage Kanye West once tweeted. “You can’t ever tell me what dream to have and what not to have, or the level of importance.”

Amen brother. ○



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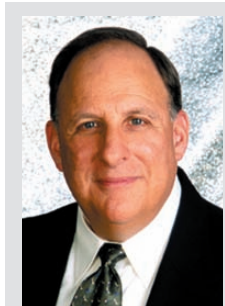
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A DIVISION OF FILMCOMM

Knowing engagement cost will increase profitability

By Richard Goldstein

The August column discussed value versus traditional billing. I have decided to write a series of columns on implementing a value pricing strategy. For me value pricing is billing for the value you



Richard Goldstein is a partner at Buchbind - er Tunick & Company LLP, New York, Certified Public Accountants.

bring to a client not the hours to provide the value.

Value is getting paid for the "value" you add to a customer. Should you provide a client with \$25,000 of value and get paid \$1,000 for your effort? I will not answer this question for you, you answer it!

Before I can begin any discussion on value pricing,

knowledge of good old fashion cost accounting is important.

Job costing

Job costing plays a crucial role in deciding on accepting new clients and setting fees for existing clients. You need to understand what it costs you to service a client and what your profit margin is. This is a simple concept but often not looked at when quoting a client fee. The concept is simple: Revenue less direct labor less overhead costs plus a profit factor equal client profitability. Think of what it takes to manufacture a product. Materials, labor and overhead make up the cost. Providing services is really no different than manufacturing a product.

Basic concepts

To get a fix on "job" costing to basic concepts need to be understood. The first concept is the "cost pool." A cost pool is a grouping of individual cost items (for example, overhead other than labor related items). A cost pool can range from the very broad (a firm-wide total cost pool for telephone, fax, etc.) to the very narrow (cost of operating a vehicle by an employee).

The second concept is the "cost driver." A cost driver is any factor that affects total costs. For example, research projects are driven by the number of projects or personnel hours, marketing by ads or fee dollars.

There are two types of costs: direct and indirect. Direct costs are simply those costs that can be easily be traced to an object (a PR engagement). Indirect costs cannot be directly traced to a cost object — rent paid for office space as an example. Because in-

direct costs are not easily traceable to a cost object they must be allocated to the cost object to determine profitability. Therefore most indirect costs need to be allocated based on professional labor hours or professional labor costs. These items are "cost drivers."

Once both direct and indirect costs are traced and allocated to an object (a client project for example), client profitability is determinable. This same concept is used to set a fee for a prospective client (note thus far value pricing has not entered the picture). The more knowledge the agency has about its own cost structure, the more likely it is to price an engagement so that an acceptable profit is made.

Allocation methods

There are three methods that can be used to allocated costs to a cost object: actual, normal, and budget, called extended normal costing. Actual costing uses actual information. Since reliable information is usually not available until after the close of the year, most service industry firms do not use this method.

Normal costing traces actual costs information and allocates indirect costs using actual quantities (hours) times budgeted rates. Normal costing uses budgeted figures for all inputs. Most service industry firms use extended normal costing because, one, budgeted costs allow management to forecast/budget and estimate costs during the job, and two, budgeted costs are not impacted by fluctuations (for example, seasonality).

The same reasons explain why service organizations also tend to budget indirect cost rates. Smaller PR firms (say \$2.0 million or less) use or should use normal costing.

Indirect costs should be allocated using budget figures. For example, assume a PR firm has two projects that are identical in every respect except when the service is rendered. If one client is serviced in late August and the other in April, should the fees be different because the cooling costs are higher in August?

If your answer is "who cares," remember the more you understand about your cost structure the better chance you have to make an acceptable profit. Do not play a profit lottery because you do not understand your costs.

Formula approach

Okay, so let's quantify what I am saying in this column. Budgeted direct labor hours = budgeted total labor costs divided by budgeted labor hours to be billed.

Budgeted indirect cost rate = budgeted total cost in the indirect cost pool divided by budgeted total quantity of the cost allocation base — more on this to come.

In developing budgeted rates, a period of six or twelve months should be used. The shorter the budget period, the greater the influence of seasonal patterns on the level of costs. Therefore the budget period should be based on annual.

In summary, the result of all of this is to establish a direct labor rate per hour and an indirect cost rate based on a cost driver — in this case direct labor. A prospective client wants a fee quote. You estimate the total hours for the engagement will be 500. Your budgeted direct labor cost per hour (not your billing rate) as determined is \$75 per hour. Therefore total direct labor costs are \$37,500. You indirect cost factor as a percentage of direct labor is 95% of direct labor costs (hours can also be used) or \$35,625. Therefore the total cost before a profit factor for this prospect is \$73,125. You now know what your breakeven point is. ○

PR news brief

Ogilvy floats global PR for new Suez Canal

Ogilvy PR guided PR for the August 6 unveiling of the new Suez Canal, a key moment for Egypt in the global spotlight.

Ogilvy, along with a group of w PP agencies led by Middle East unit Memac Ogilvy PR and including Jv T, Mindshare, and Media wave PR, have been working on the promotional campaign for the canal, dubbed "Egypt's gift to the world," for the past three months.

The Suez Canal Authority said the PR campaign will highlight the "determination of the Egyptian people in building the new, 72-kilometer canal in just 12 months as well as the impact the canal will have on the country, region and the world."

The wider and deeper canal, which is 80% complete and parallel to the 150-year-old existing route, took a year to build, amid the excavation of 258.8 million cubic meters. It is expected to cut travel time by several hours and nearly double the number of ships that can pass through each day, from 49 today to around 97 by 2023.

Global dignitaries are slated to descend on the canal for an Aug. 6 launch led by Egyptian President Abdel Fattah El-Sisi. In addition to expected annual revenue gains from \$5.3 billion today to around \$13.2 billion in the next decade, Egypt hopes to use the project to draw industrial development to the canal zone and burnish its image amid several years of turmoil.

"The New Suez Canal is more than just a new waterway and an astonishing feat of engineering. It is a catalyst for the Egyptian people which will unleash a renewed sense of pride and a more prosperous future," said Admiral Mohab Mameesh, chairman and managing director of the Canal Authority.

The Suez Canal connects the Mediterranean and Red Seas.

Cannabis group hires Podesta

The National Cannabis Industry Assn. has tapped Heather Podesta + Partners to work on its federal priorities including access to banking services and taxation.

The trade group of the \$3B legal marijuana business says many banks and credit unions are reluctant to provide services to its members without the protection of federal regulation.

Without federal regs, many pot businesses are forced to operate on a cash basis, which generates safety, accountability and transparency concerns.

On the tax level, NCIA wants to revamp as outdated Section 280E of the Internal Revenue Code that prohibits companies involved in “drug trafficking” from deducting business expenses from their taxable income.

Twenty-three states have legalized marijuana and NCIA executive director Aaron Smith anticipates another wave of legalizations in 2016.

Heather Podesta, former aide to Congressmen Robert Matsui and Earl Pomeroy plus Senator Bill Bradley, heads her firm’s four-member lobbying team.

NCIA also has added Jochum Shore & Trossevin to its PA lineup. ○

Clean power plan results in industry vitriol, tepid praise

The nation’s power giants responded en masse to the Obama administration’s ambitious Clean Power Plan with reactions from outright vitriol to tepid support as the White House looks to rein in climate change.

Large coal energy companies, which saw their share prices battered in the wake of the announcement, are leading opposition to the CCP.

Deck Slone, Senior VP for strategy and policy at Arch Coal, the No. 2 US coal producer, called the CCP an “ill-advised and poorly designed rule, which won’t work, won’t pass muster with states, and won’t stand up to legal scrutiny.”

Slone wants the Obama administration to ramp up investment in “low-carbon fossil fuel technologies” like coal power.

Peabody, one of the world’s largest coal producers, took a populist approach and urged courts, Congress, states, consumer groups and electricity customers to fight the CCP rules. “Coal provides some of the lowest cost electricity in America and the economy, jobs and households will suffer if these rules move forward,” the company said.

The Partnership for Affordable Clean Energy, an Alabama-based entity with energy industry ties, also struck an economic warning and called the plan a “lousy bargain” with “strong potential to raise electricity prices, cost American jobs, endanger reliability, and make our nation less competitive.”

The US Chamber of Commerce expressed similar outrage and vowed to fight the regulations. “It is a bad deal for America, and we will pursue all available options, including litigation if necessary, to block EPA’s regulatory power grab from taking effect,” said CEO Thomas Donohue.

Energy providers with more diverse sources struck a more conciliatory tone, reserving final judgment on the regulations while giving tepid support.

Lynn Good, President and CEO of Charlotte-based Duke Energy, the top electric power company in the US that uses coal, natural gas, oil and nuclear to generate, was more supportive, calling the plan “ambitious” while pitching Duke as a leader in the field



to reduce utilities’ environmental impact.

PG&E, the California-based energy giant, praised outreach by the EPA and administrator Gina McCarthy in developing the rule, noting it could provide “tremendous environmental benefit.” CEO and President Tony Earley said his utility has made solid progress on the climate change front, but stopped short of endorsing the CCP.

“While we are optimistic about the contributions this rule will make, it is very complex and we must complete an assessment of its impact on our customers, state and region,” he said. ○

Gov changes course with organ donation campaign review

The federal Health Resources and Services Administration has pulled the plug on an open review of the national organ donation PR campaign and is collecting proposals in a closed process.

The \$10 billion unit of the Dept. of Health and Human Services said last month that it planned to release an RFP to hear from agencies about the campaign to increase organ donors and raise awareness of the cause. It changed course Aug. 3 and released the RFP through GSA Ebuy, the government portal for firms with General Services Administration schedules. Scores of PR firms are registered with GSA.

Instead of a five year contract known as indefinite quantity-indefinite delivery, the HRSA slates a 14-month pact through the current review.

Crosby Marketing Communications currently handles work on the campaign. ○

NSC spokeswoman to Edelman

Caitlin Hayden, former Spokeswoman for the National Security Council and Special Assistant to President Obama, has landed at Edelman in Washington as a Senior VP in its media and technology unit.

Hayden, who left the NSC in October and was a top foreign policy voice for the administration, is a former deputy PA officer for the US Embassy in Kabul and held State Dept. posts since 2001.

Edelman said Hayden will develop media strategies for clients and help them “tell their narratives through content creation.”

Bernadette Meehan took the reins as NSC spokeswoman on Hayden’s exit. ○



Hayden

Azerbaijan oil company hires help to rebound from probe

30 Point Strategies and Global Policy Initiatives have gone to work for Azerbaijan's national oil company, which was the focus of a Congressional ethics probe for funding all-expenses paid trips for 10 U.S. Congressmen and 32 staffers.

The firms began PA and government affairs duties for State Oil Company of Azerbaijan Republic (SOCAR) on July 1. The contract is worth a combined \$25,000 per month on a month-by-month basis. 30 Point receives the bulk of the fees, \$17,500.

U.S. lawmakers attended the "U.S.-Azerbaijan Convention" held in the former Soviet republic in 2013. The event occurred a year after SOCAR pitched Congress to exclude a \$28 billion natural gas pipeline project from US sanctions on Iraq, according to the *Washington Post*.

SOCAR allegedly funneled \$750,000 through non-profit groups in the US to cover up its funding of the conference. The *Post* also reported that SOCAR paid hundreds of thousands to cover the U.S. delegations travel expenses plus gifts.

The House Ethics Committee wrapped up its probe into the matter on July 31, clearing the lawmakers of wrongdoing. The Justice Dept. is reviewing the case.

Joshua Silberberg, former Communications Director at Israel's Washington embassy, is working the business from 30 Point. Jay Footlik, former Special Assistant for President Clinton and White House liaison to the Jewish community, and Gabe Ross, who worked at the U.S. Chamber of Commerce as Senior Manager for Turkey and the Middle East, handle matters at Global Policy Initiatives. **○**

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.

DLA Piper US LLP, Washington, D.C., **registered July 23, 2015 for Palestine Monetary Authority**, Ramallah, Palestine, to assist with compliance with anti-money laundering and economic sanctions laws and regulations, and to strengthen the relationship between the Palestine Monetary Authority and the U.S. Government and U.S. correspondent banks.

Omni Advisors, LLC, Washington, D.C. **registered Aug. 10, 2015 for Republic of Sudan**, Washington, D.C., to seek debt relief for Sudan by negotiating with creditors of Sudan. The creditors are multilateral (e.g., the International Monetary Fund and the World Bank), bilateral (e.g., the Kingdom of Saudi Arabia, Kuwait France, the United States), and commercial (e.g., various private parties).

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.

White House Consulting Inc., Washington, D.C., **registered Aug. 19, 2015 for Flippin' Pizza**, San Diego, CA, regarding nutrition and food labeling.

Magic Leap, Inc., Dania Beach, FL, **registered Aug. 19, 2015 on behalf of itself**, regarding general education about AR/VR and mixed reality technologies.

Holland & Knight LLP, Wash., D.C., **registered Aug. 12, 2015 for Lloyd's America, Inc.**, New York, NY, regarding cybersecurity and cyber insurance.

Bergwall & Associates, Alexandria, VA, **registered Aug. 17, 2015 for ProVerde Laboratories**, Milford, MA, to regarding interstate commerce issues dealing with cannabis laboratory testing and transport.

Alston & Bird, LLP, Washington, D.C., **registered Aug. 12, 2015 for U.S. Public Interest Research Group**, Washington, D.C., regarding issues related to the Department of Labor Wage and Hour Division's proposed rule related to overtime requirements under the Fair Labor Standards Act.

Dominican Republic takes PR refuge in MWW

The Dominican Republic has hired MWW for "reputation-building services" and to strengthen the image of the state and "dissemination of its Alien Regularization Plan," which has raised concerns over the treatment of migrant Haitian workers living there.

The independent PR firm is handling media relations and developing "rapid response protocols" on behalf of the DR, which shares the island of Hispaniola with impoverished Haiti.

MWW, which also does media training for DR government officials, will rally DR supporters in the business and public sectors.

New York Mayor Bill de Blasio, who is among critics of the DR's treatment of Haitians, has called for a tourism boycott of the country.

Jose Tomas Perez, DR's ambassador to the U.S., has criticized de Blasio's position.

In a letter to the mayor, Perez wrote that "the call to promote a boycott of Dominican tourism not only represents a wanton tort against a friendly nation and against Dominicans who voted for you to become mayor of New York, but also an act of political intolerance and hypocrisy."

He also said no country does more for Haiti than the DR.

Dominican Today (Aug. 6) reported the DR government-assisted voluntary return of undocumented foreigners program has helped 878 Haitian migrants. More than 65,000 Haitians have left the DR on their own.

In July, Squire Patton Boggs signed a five-year \$2.7 million government relations agreement with the DR. **○**

PR Buyer's Guide

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NEWS CORP. CALLS IN EDELMAN
Embarked News Corp. has called in Edelman to handle fallout from its phone hacking scandal that has engulfed its British operation.
The No. 1 independent PR firm is providing communications and PR counsel to News International's management and standards committee handling the internal inquiry into the hacking of a murdered 15-year-old girl's voicemail, allegations of snooping into the calls of family members of soldiers killed in Afghanistan and victims of the London terror attacks.
Alex Bigg, Edelman's managing director for corporate affairs, and James Landie, managing director for PR, handle the account.
They report to Will Lewis, general manager of News International, which is responsible for Rupert Murdoch's British papers.
(More on the News Corp. crisis on page 3)

THEME PARK OPERATORS SEEK PROPOSALS
The Virginia-based, global trade group for amusement park operators is on the hunt for a PR firm with an RFP open through Aug. 3.
The International Association of Amusement Parks and Attractions represents the interests of 4,000 individuals from entities like zoos, theme and amusement parks, museums and aquariums.
The Alexandria-based group, led by new CEO Chip Clary, is looking for media relations support with experience in crisis communications and the travel/tourism PR sector as it proactively engages consumers through the media and reacts to situations ranging from financial, legislative and operational issues. The IAAP wants two on-site staffers to assist its press team and one team member versed in crisis support.
Colleen Mangone, manager of media relations, is taking pitches with in-person meetings slated for mid-August in Virginia for potential key account personnel. Work is expected to begin in early December.
Download the RFP at odwyerpr.com/rfp.

APCO Worldwide has recruited Collin Mackay, former communications and partnerships director at the European Federation of Pharmaceutical Industries and Associations, as director of its healthcare practice in Brussels. Mackay is a 20-year veteran of the healthcare scene, holding posts at Weber Shandwick, Avenalis and Organ Laboratories.

F-H SHUFFLES MANAGEMENT DECK
Fishburn-Hillard named Jack Modzelewski to the newly created position of the Americas post to coordinate activity of the unit chief of regions in the U.S., Canada and Latin America.
The founding general manager of F-H Chicago also served as COO for Europe and South Africa.
Modzelewski was president of client relations since 2004 with responsibility for F-H's practice groups and strategic planning.
F-H CEO Dave Sney also tapped J.J. Carter, GM/San Francisco, to the U.S. western president slot. Nancy Seliger, executive VP and former eastern president assumes global client relations duties. Bob Winslow, managing director for global technology, is now in charge of F-H's more than 30 practice groups and new product development.

CHIME RINGS UP HEALTHCARE DEAL
Chime Communications has acquired healthcare specialist Reynolds-MacKenzie for an initial payment \$4M, a package of \$2.5M cash and stock.
R-M says it generated \$2.4M in revenues last year and earned an operating profit of \$1.2M.
It's the firm of Alison MacKenzie and Eva Reynolds. The duo counsels clients such as Pfizer, Amgen, Bristol-Myers Squibb, Roche and Medtronic. R-M will be part of Chime's OPEN Health group that was formed in January.
The acquisition could cost Chime up to \$11M based on R-M's performance. Lord Bell's operation retains the right to pay up to a quarter of that contingent comp in newly issued shares.
Chime is parent of Bell Pottinger.

DISCOVERY BAY DISCOVERS MWW
Discovery Bay Games, the Seattle-based company that produces games, apps and accessories for Apple's iPad, has selected MWW Group as agency of record.
DBG is developer of Duo, the first integrated device for iPad. Duo makes it possible for multi-person games such as "Smithsonian Artifact or Fiction." MWW is to position the client as the top brand of gaming "appreciators" for the Apple tablet.
Craig Olson, CEO of DBG, said it hired MWW for its "proven record of creating communications programs that directly influence the bottom line."
DBG became part of MWW's consumer tech practice with Samsung, Nikon and Celestion, among others.

You'll get the news first in the eight-page weekly O'Dwyer letter, the "bible" of PR according to the *New York Times*--tips and stories that can lead to jobs, new accounts, media placements--sent as a PDF to your inbox every Monday afternoon.

Plus, you'll have access to all the news and commentary posted daily on PR's #1 website, odwyerpr.com, which has over 10 years of searchable content and O'Dwyer's exclusive database of RFPs for PR services.

O'Dwyer's magazine, now in its 29th year, examines a different area of PR each month. Issues include practice-area specific feature stories as well as profiles of PR firms with strengths in the focus area. The agency profiles constitute the ideal starting point for companies beginning their search for PR counsel.

2015 Editorial Calendar:

January, *PR Buyer'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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