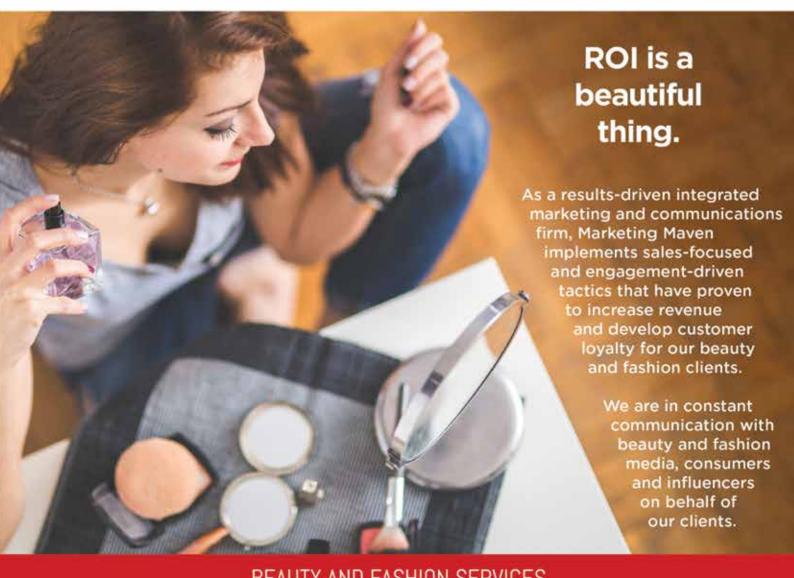
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## Have we forgotten how to think critically?

his year has reminded me how difficult contemporary satire is. After all, what purpose does satire serve in a world where we're already forced to confront absurdity every day? This sentiment certainly applies to the 2016 election, but it also works as a general comment on the ways in which we're inclined to discuss pretty much any critical issue facing us today. The fact is, we have more information at our disposal than any time in history, and access to virtually limitless voices from around the globe, yet most of us remain abjectly uninformed. With very little exception, the vast majority of political opinion I come across on social media anymore is merely the result of manufactured consensus, overcooked narratives copied and pasted wholesale from either a network news cycle that focuses on entertainment over facts or a horde of dubious online "news" sites that have become a wonderful resource for people who would rather live with their own fictions instead of what actually happened in the world on any given day.

This phenomenon is occurring across the political spectrum. Social media not only serves to reinforce our social identities; its habit of reducing complex, nuanced issues into a series of abridged soundbytes is having an injurious affect on our collective ability to think critically. We remain so adamant about maintaining those identities and so immutably incapable of differentiating fact from spin anymore that our resulting public stances seem to suggest a divisive binary, a set of mutually exclusive terms that doesn't represent the world in which we live. Our choices, according to the Internet, can be only one of two things: the conservative option or the liberal option.

You'll find this fallacy everywhere in our discourse today. You're either against police officers killing unarmed black men, or you're against the senseless killing of police officers. You either supported Britain's exit from the European Union, or you wholeheartedly endorsed the sum of tariffs and austerity measures imposed by the EU against Britain. You're either an advocate for gun control, or you support all Americans' limitless access to every type of firearm anywhere and everywhere. If you endorse a politician, that means you agree with him/ her 100-percent on every issue. And naturally, all political candidates with whom we disagree are Hitler.

Needless to say, no reasonable person thinks this way. Condemning violence against one group of people doesn't imply condoning it against others. We can understand the dire economic implications the Brexit may pose for Britain yet sympathize with a country's desires to maintain its sense of national autonomy. Setting limits on firearm purchases for people who clearly shouldn't have them isn't exactly a rescindment of the Second Amendment. We can vote for a political candidate not out of support but out of necessity, especially when the alternative seems appalling. This all makes common sense. Just don't try saying it online.

If pressed, I think you'd find most conservatives you know are probably liberal on a few issues, and vice versa (the 2016 presidential election confirms this: we currently have a recently-registered Democrat running as the GOP candidate and, arguably, the most hawkish conservative candidate to ever hold the Democratic ticket). People are complex, but this isn't how we're being conditioned to view each other. Depending on what team we're on, we know only that conservatives are uneducated, racist brutes or liberals are crypto-communists whose hatred of corporate profit is rivaled only by their disdain for the Constitution. We have to oversimplify the intellectual content of our language in order for others to understand us; we have to resort to caricature and create archetypes in order to communicate the issues being presented. There is no alternative solution, no two ways of doing things, no shades of gray only black and white, right and wrong, saviors and supervillains.

Social media has proven itself a disappointing venue for communication, because there's a salient lack of tolerance for ideas that don't comport with our own, because we can curate these online venues to be fact-free zones, spaces we inhabit not to inform ourselves and others but to confirm our own biases. Every news item can be editorially reengineered to reinforce our hermetic worldviews. Every headline is an indictment of how others are wrong and a justification for why we're right.

Perhaps this helps explain the recent debate surrounding "trigger warnings" and "safe spaces" occurring on our college campuses, or the widespread practice of taking up random social causes online that make us feel good about ourselves even though doing so does absolutely nothing to actually fix the problems that have us so worked up in the first place. Some of us have apparently convinced ourselves that reality can be sanitized for our convenience, that the rules that govern our cloistered online interactions can somehow be applied to life away from a computer. Suffice to say, these expectations are going to make the "real world" a very challenging place for some people. O

— Jon Gingerich



EDITOR-IN-CHIEF Jack O'Dwyer

jack@odwyerpr.com

ASSOCIATE PUBLISHER

John O'Dwyer john@odwyerpr.com

SENIOR EDITOR

Jon Gingerich jon@odwyerpr.com

SENIOR EDITOR

Greg Hazley greg@odwyerpr.com

ART DIRECTOR David Kniazuk

CONTRIBUTING EDITORS

Fraser Seitel Richard Goldstein

EDITORIAL ASSISTANTS & RESEARCH

Benjamin Abraham Caitlin Dullahan-Bates Jane Landers

ADVERTISING SALES

Sharlene Spingler Associate Publisher & Editor sharlene@odwyerpr.com

John O'Dwyer Advertising Sales Manager john@odwyerpr.com

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# Native ads get more clicks in 2016

A recent report examined click-through rates and the average time spent looking at native ads, and how that content is performing across devices and various publisher verticals.

By Jon Gingerich

randed content is getting more eyeballs online, according to a recent report conducted by native ad platform developer Polar that analyzed click-through rates and the average time users now spend looking at native ads.

Overall, average click-through rates for native ad stood at 0.31 percent during the first half of 2016, an uptick from the .29 percent recorded during the same period last year, which accounts for an increase of about 13 million more total views.

Polar's "Branded Content Performance" report looked at how branded content is currently performing across six different publisher verticals, including news, business and financial and arts and entertainment, among others. Five of the six verticals analyzed beat the overall Q2 click-through average, with branded content featured by arts and entertainment publishers - traditionally a strong performer - taking the lead at 0.47 percent, even though that category was down somewhat compared to its performance last year. Business and financial publishers saw the greatest clickthrough growth, experiencing a 76 percent year-over-year increase. Fashion and shopping focused publishers, as well as science, sports and technology, were also strong performers for native content. Branded content used by news and health and lifestyle focused publishers performed below average. News, typically a low-performing vertical for native ads, still managed to show yearover-year growth, and the report suggested that "low quality, questionable advertising content" in health and lifestyle publishing may be responsible for a dip in native clicks in that sector.

How branded content is viewed varies by device. Click-through rates for native ads were lowest on desktop computers (.22 percent), higher on mobile devices (.37 percent) and boasted the highest rates on tablets (.40 percent). However, the average time users spent on desktops engaging with native ads was far higher than any other medium, and the report characterized mobile click-through performance in 2016 as "volatile," with click-through rates on mobile devices sinking from 2015's Q2 .44 percent to .37 percent during the same period this year, and also cited a "significant drop from the first quarter this year." Mobile performance remained strong, however, and still handily outperforms traditional display advertising.

A separate August Polar report, titled "The State of Native Disclosure," claimed that only about two-thirds of native ad placements currently comply with the Federal Trade Commission's December 2015 guidelines overseeing native ad disclosure. That study also found that branded content labeled "promoted" achieved the highest click-through rate (0.19 percent), followed by content labeled "partner." Content labeled "sponsored" — the most commonly used disclosure term — ranked third, with a click-through rate of 0.16 percent. Native content with no disclosure achieved a clickthrough rate of only 0.15 percent. O



#### BuzzFeed splits, enlists communications chief

Carole Robinson, a veteran Viacom and MTV corporate communications hand who stepped down last year, is slated to join BuzzFeed as chief communications officer for the digital news and content

BuzzFeed said this week it will split into two units, one focused on news and another centered on digital entertainment. Editor-in-chief Ben Smith leads BuzzFeed News.

Robinson, who has been consulting through First Look Media shop, will join the New York-based media property on Sept. 6, reporting to CEO Jonah

She was executive VP of corporate and marketing communications for Viacom and held a similar role at MTV for five years.

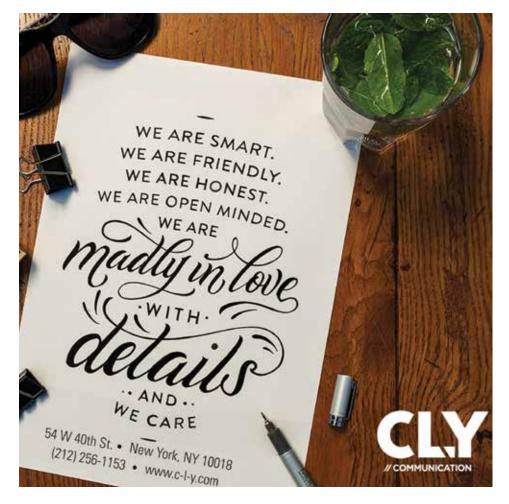
Liz Wasden, a CBS and Facebook veteran, is VP of communications at BuzzFeed and oversees PR

BuzzFeed Entertainment will be led by Los Angeles-based BuzzFeed Motion Pictures chief Ze Frank and will cover video, lists, quizzes and other "micro-content.

"Instead of organizing around a format or technology, we will organize our work to take full advantage of many formats and technologies," Peretti

BF in April cut its revenue forecast for 2016 in half to \$250 million after it missed 2015 revenues by 32 percent with \$170 million.

A \$200 million investment by Comcast last year pegged BF's value at \$1.5 billion.



# **Smart business marketing for tiny PR budgets**

Creative tips for executing a successful PR campaign on a limited budget.

**Bv Wendv Vazquez** 

s PR professionals, we've all had our fair share of clients with incredible projects but with a serious lack of budget wiggle room. Yet, we take them on because we truly believe in them, and because, as PR mavens, we're used to making even the impossible happen!

However, it's still important to keep in mind that there's a difference between a client with a small budget, and a client who is simply just unwilling to expand their budget. The latter usually never works out, and often times — after much back and forth they either give in or disappear.

For those clients you love, but that come with a barely-there budget, follow these creative tips to help you do more, with less.

#### Be realistic with your client from the start

You may expect a client's expectations to be realistic, given the tiny retainer/budget they have to work with. Unfortunately, I've found that often it's the clients with the smallest budgets that come with the highest expectations. Nip this potential problem in the bud right away by setting clear expectations.

Most often, clients need to hear assurances that their brand is important to you as their publicist, and that you're committed to brainstorming all kinds of possibilities for them and their project. At the same time, it's important for you to be clear about what type of results are realistic. So have an honest conversation with your client, letting them know the pros and cons of different PR or marketing strategies within their budget. Explain your capabilities (and any prospective limitations), based on the amount of hours you can dedicate to their brand, based on your rate.

#### Prioritize organic over paid

When you don't have any extra money to spare, social sponsorships and paid influencer campaigns are out. Instead, focus on traditional PR outreach possibilities and what you can offer beyond a free sample and a check. Think about what your client has to offer that you can use to their advantage to attract the right attention; editorial samples, a free product trial, private tour, exclusive interview or event invite can help to establish goodwill toward your client.

Can you organize a press event, or book desk side appointments to give editors a personalized experience of the brand? Or perhaps there's a way to fit your client into a real time marketing campaign. Paid sponsorships are such a small part of PR (and such a recent development in the grand scheme of things), so show off your bootstraps and bring new opportunities to the table.

#### Make timing your ally

It's difficult to jump from brainstorm ses-

sions to pitching, to closing placements and back again. Before you start the proposal phase, take the time to mine through campaign ideas and story angles so that you have a general sense of where to begin before you start tracking hours. Consider whether you can realistically do your best work on such a project. Mapping out your approach from the start will not only save you time, but also help you from hitting any surprise barriers. Chance favors the prepared, after all.

What are the PR opportunities you can take advantage of immediately? Does the client's product or service play well with the current calendar, or is it likely going to be months before the media timing is a fit? For a highly giftable client coming to you for help in June, for example, those holiday gift guides are going to be huge. If they're coming to you in January, however, you won't be able to take advantage of that gifting angle.

#### Focuses on quality, not quantity

What is it exactly that your client wants to achieve, and what kind of results are they looking for? When you're limited money-wise, quality always triumphs and sometimes even this fact has to be explained to your client.

One great placement in a top tier magazine beats three mediocre mentions of the brand in three different publications that may or may not be read by your target customers. You want your client to be seen and recognized by their target consumers. This may

take a bit more time, but it's well worth it, and in the end will really pay off for both you and your client. Prioritize your efforts on ensuring the coverage in publications that can truly move the needle, and on securing on-message coverage that the company can

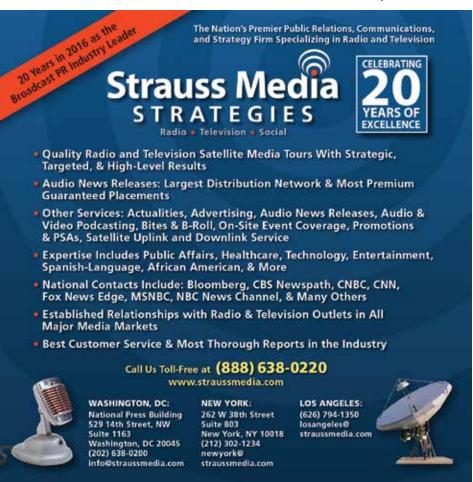


Wendy Vazquez

parlay into new opportu- nities.

Small PR budgets are workable, if the client has a compelling story to tell, and if you have the relationships and know-how to make the most of your time spent on the account. However, without smart planning, clear expectations and creativity, your ultimate success hangs in the balance.

Wendy Vazquez is a freelance PR and marketing strategist and writer. For more information visit wwww.thedailydeskside.com. •



# Selling fashion via Facebook video storytelling

Brands that fail to adopt and apply video marketing to their strategies with the media and consumers are losing market share. Gone are the days of a product shot with a white background. Welcome to the age of video storytelling.

By Stephanie Siewert

nnovative brands are utilizing short and innovative video campaigns to communicate their brand stories and drive conversions, which is blowing their traditional competitors out of the water. Facebook video posts have 135 percent more organic reach than photo posts, which has caused and will continue to increase a shift in brand content strategy, especially for fashion and beauty brands.

According to Insivia's 2016 Video Marketing Statistics, one out of three online activities is spent watching video, and 92 percent of mobile video consumers share videos with others, proving how critical video is for a brand's content and marketing mix. Consumers are tired of traditional marketing that simply shouts a marketing message without a relevant storyline or entertainment value that's worth sharing. Producing quality and authentic video content is leveling the playing field for new brands as consumers devour more video content year after year.

#### Relevancy to target audience

Facebook and Instagram have been optimizing ad distribution based off keywords and relevancy score. It's easier than ever to receive instant feedback on the relevancy of your video content to the intended target demographic and shift your strategy same day. Brands have access to more data than before to drive their content marketing decisions.

What is your product's unique selling proposition and how do you stand out from your competitors? Your video should illustrate the answer to generate views and drive conversions.

REKS Optics, a new sunglasses company, focused on high quality lenses and unbreakable frames for a rock-bottom price compared to their competitors, did just this. Their strategy included filming several segments with their core target demographics in mind: fitness, fashion and active lifestyle consumers. These videos were edited to 12-second to 27-second clips for their brand awareness and product feature demonstration online marketing phases.

#### **Authenticity of content**

Even companies with modest budgets can compete, because a majority of campaigns are shot specifically with authenticity in mind. Have you seen Apple's images and videos "Taken on an iPhone" campaigns? New and veteran fashion and beauty brands alike have especially wtaken note by creating real time content on iPhones in-house and also partnering with influencers to reach and impact their target audience.

The REKS Optics video segments were shot in "real" locations: the Vice President's NYC apartment, Central Park and throughout the city. The brand also incorporates GIF-like video clips with the Boomerang app by Instagram to showcase the sunglasses' unique, bendable soft touch frames and grab consumer's attention as they scroll through their feed. Models featured had realistic body types and include a variety of ethnicities.

REKS also partners with influencers to review and model the sunglasses for their personal online networks which is also cross-promoted on the brand's own channels, serving as an extension of authentic, user-generated video content and testimonial that is considered 50% more trustworthy by U.S. consumers, according to the 2012 Bazaarvoice Talking to Strangers: Millennials Trust People over Brands Whitepaper.

#### Impact to consumers

In order to really impact your core consumers and target media, always have a complete understanding of the video content's purpose or intention. Is your goal brand awareness and education, illustrating a before and after scenario or demonstrating product movement and usage? Attention spans are very short, averaging to just eight seconds, according to the Microsoft 2016 survey. Video concepts need to be filmed with shorter segments in mind so they can be edited to 15 to 30 seconds long. Strong visuals must be the focus with as little voice overlay as possible since about 85 percent of Facebook Videos are watched without sound, according to multiple publishers.

For REKS Optics, the fashion video segments illustrate a stylish woman's typical day of first choosing her outfit and running out the door for multiple errands. She needs sunglasses to keep up with her busy lifestyle and it is a bonus that she can just throw them in her purse without worrying about scratches or damaging them. Video content is the closest consumers can get to seeing how the product moves and fits without actually trying them on in person.

#### Include call to action

Keeping in mind that you only have eight seconds on average to deliver your intended message in your video campaign, include your call-to-action within that time frame or have that information in the caption. Does your video encourage views to shop your new online collection? Include the name, release date and direct link to the collection in your caption. Are you retargeting consumers who have visited your site before? Include a special promotion code to track the effectiveness of the advertisement and include the price or discount in the marketing copy to entice purchase considerations.

#### Measuring results

Facebook videos live fast and die young, unless you extend their reach with an ad-

vertising budget, but even so, in three to six months, that video will no longer have the same level of impact, and it will be time to create a new concept capitalizing on current trends and data received from your brand's online messaging analysis from consumer feedback.



Stephanie

Facebook's Advertising Analytics and social listening tools are extremely helpful in clearly reading website clicks, purchases and views metrics. Social media users also aren't shy about telling you how they really feel about your company, customer service, offer or culture in the comments section so reading, responding and reacting to those comments will help your brand consistently adapt to consumer demand and feedback and maintain trust.

Video marketing isn't just a trend; it's shifting to the main online marketing tool to demonstrate and sell products and brands. To effectively convert and compete, brands must consistently produce creative videos to captivate their ever-changing target demographic.

Stephanie Siewert is Social Media Manager based out of Marketing Maven's LA office. •

#### PR news brief

#### McGrath/Power secures Monitronics

San Jose-based tech agency McGrath/Power Public Relations and Communications has been named agency of record for home security giant Monitronics International.

The second largest home security company in the U.S., Dallas-based Monitronics provides monitored security systems and fire alarm services to more than a million residential and commercial clients in North America. The company, which was found in 1994, is a subsidiary of Ascent Capital Group.

McGrath/Power will kick off a multi-phased communications campaign for Monitronics, which will include influencer relations and awards recognition components, as well as earned media in the business and trade press.

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The September Issue 2016

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# Fashion and technology grow hand in hand

The intersection of technology and fashion, as evidenced by sustainable and eco-friendly materials and the booming markets of e-commerce and online shopping in the fashion design and luggage industries, illustrate how technological advances are now working at the forefront of what's new and what's hot.

By Adrienne Jordan

nline shopping continues to be a strong market. Platforms such as the startup Runway2Street merge international luxury fashion and technology, and marries tech and cross-border fashion in a unique way.

"Cross-border commerce is expected to reach \$1 trillion in 2020 and Runway2Street — helmed by ex-Microsoft employee Rathna Sharad — is in an ideal position to serve cross-border brands and customers thanks to its first-of-its-kind fully automated global logistics platform," said Termeh Mazhari, PR, Marketing and SEO Consultant. "Basically, they're the only fashion marketplace that makes cross-border commerce possible, anywhere-to-anywhere," said Mazhari.

Runway2Street has a sophisticated, patent-pending logistics platform that solves the problem of import duties taxes and automates it across all products based on where the customer is located and the brand is located, in real-time.

"Their routing engine is also able to determine the best way to ship a product from anywhere-to-anywhere in three to five business days with ZERO paperwork necessary for brands or the customers," Mazhari said.

Another brand using technology to sell fashion is leading online personal styling service Stitch Fix, which combines technology and personal styling, allowing customers to receive the most curated and personalized items that fit their taste, lifestyle and

"By combining the intelligence of more than 50 data scientists and on-trend knowledge of more than 2,000 stylists, Stitch Fix provides a Fix that is a perfect fit for each customer," said Alyssa Handschuh, Account Executive at Kaplow. "The service uses high tech and style to create a highly personalized experience that is transforming the personal styling experience."

According to Amy Carter, VP of Marketing and Customer Relations at The Leather Shop, "We are the only custom-fit shoe company in the entire world who can provide a professional fitting online. Our customers take pictures of their feet (while standing on a specific sheet of paper) and email them to us. We in turn run those images through our one-of-a-kind software program which reports back to us very accurate measurements of the customers' feet."

The Leather Shop creates a disposal pair of "test shoes" to ship to the customer. The customer will then try on the shoes and



email a "Fit Evaluation Form" and then handcraft their final shoes based on that report. The entire process can be completed in as little as six weeks.

Wearable tech is also prominent. Eyewear e-retailer EyeBuyDirect combines style and technology with its Eyezen digital protection lenses. Eyezen lenses feature unique blue light filtering technology to shield eyes from the negative effects from digital screens, and effectively filters the blue light to reduce eye strain, eye fatigue, prevent headaches and even help improve sleep.

According to Be Social PR Founder Ali Grant, "With the convergence of tech and fashion, entrepreneurs and designers are finding new ways to make the accessories we wear smarter without compromising style. In the the PR world, we spend increasingly more time interacting with digital screens, from laptops to iPhones. The line proves the exacting mix of fashion and tech, featuring unique blue light filtering technology to shield eyes from the negative effects from digital screens."

#### Sustainable style through technology

AEON ROW is a brand that is transforming the sustainable shopping experience. They offer low-stress fashions at affordable prices made from recycled fabrics.

"Our Alternate Endings program empowers customers to close the loop on clothing waste by rewarding them for recycling old clothing with each purchase", said Founder and CEO Griffin Vanze.

When asked how technology is currently influencing fashion trends, Vanze said, "One thing we've seen is that recycled fabrics are democratizing ecofashion. Recycled fabrics don't use water, dyes, or land to be produced. This saves overhead costs, and these savings can be passed onto custom-

Vanze also stressed that the affordability of recycled fabric opens ecofashion up to a new market of customers who could not afford expensively priced items made from premium sustainable fabrics like organic

"Clothing recycling lets customers take an active role in sustainable actions other than making a purchase," Vanze said.

Continued on next page

# **ROI** in today's communications landscape

Defining success through the traditional interpretation of ROI is limiting and outdated. So why does management continue to rely on it?

Nicole Moreo

PwC's 19th Annual Global CEO Survey stating that "76 percent say that business success in the 21st century will be defined by more than just financial profit," as well as an influx of consumer behavior data that doesn't always funnel directly to a sale and a trend toward obsolete data systems that can't seem to work together, that need has never been more urgent.

Recent conferences and events have offered up new terms and metrics ROE (Return on Engagement) and ROCX (Return on Customer Experience), among others. However, these all still seem to limit us to one form of data over another rather than providing a holistic picture of results.

If CEOs recognize that not every variable of success is tied to the financial bottom-line, and they recognize there is a gray area, why are marketing communications professionals still being held to this measuring stick? The true meaning of "ROI" has become diluted and creates obstacles that are increasingly hard to overcome.

Google recently released a study on "micro moments," which offers a new way to look at this. According to Google, "Mobile has forever changed the way we live, and it's forever changed what we expect of brands. It's fractured the consumer journey into hundreds of real-time, intent-driven micro-moments. Each one is a critical opportunity for brands to shape our decisions and preferences."

The value is in how these "micro moments" integrate into a customer journey from awareness to advocacy, the latter being the key performance indicator to strive for. If we are to measure that journey, we have to be able to show success at every micro moment along the way.

So, what does this mean for measurement and evaluation? It means you can't jump into simply reproducing the same media measurement reports that you have always done and expect to show value that resonates with management. We need to show value both in the micro and macro moments and have an honest conversation on how we define "ROI." To start, we need to ask the right questions. For example:

Six months, a year from now, what does success look like? If we succeed, how did we help the business? Who are the audiences we need to reach to help achieve this goal?

What touch points do those audiences have with our business/goal?

These questions help us move beyond the legacy expectations and into discovering what actually matters and how can we really prove our value as communicators and marketers. We cannot rely on a share of voice pie chart. Media is definitely an important touch point, but it is not the only one. By asking the right questions up front, and then creating a measurement framework, teams can work together to find the meaningful measurement milestones.

If you ask these initial questions you will have a map of every touchpoint you need to measure, and it will help visualize and define where you need to define a conversion KPI (key performance indicator). A conversion is an action that shows a shift towards advocacy. These conversions can be anything from a download of a white paper, a share on social media, or a completed web form to a shift in brand recognition, an increase in employee engagement, a key message placed in a top-tier publication, etc.

However, it's important that they all map back to the journey your audience takes based on your initial questions. That journey is how you make advocates for your brand. That journey is your ROI. Showing management that we have tracked conversions to making audience members advocates is where the value lies.

It's going to take time to make people realize that a simple pie chart showing share of voice in percentages isn't enough.

But, if we can take that pie chart, and provide insight into the "micro-moments" that make up the percentages, then, we might have a chance of really proving our worth and finally overcoming the large obstacle that is "ROI."



Nicole Moreo

Need help getting started? September is AMEC Measurement Month. AMEC, the International Association for the Measurement and Evaluation of Communication, is hosting free events, webinars, Twitter chats and more on measurement.

Measurement Month is a global initiative. The events are open to everyone throughout the month, but the North American chapter is focusing on events the week of September 19. Follow #AmecMM and @ Amecorg for updates and measurement discussions!

Nicole Moreo is Director of Peppercomm's Research and Insights division. •

#### FASHION AND TECHNOLOGY

\_ Continued from page 12

#### Fashion design meets technology

"Technology has had a profound impact on the fashion industry, specifically with the introduction of digital printing, which is now a \$7.5 billion market, said Duane Brozek, Senior Manager of Public Relations of Epson America, Inc.

Over the last five years, dye-sublimation and direct-to-garment printing has garnered popularity among fashion designers by providing the means to create and print individual designs. "Within the fashion industry, Epson has left a lasting impression with our annual Digital Couture event held during Fashion Week in New York City," said Brozek. "Fueling the future of digital printing in the textile industry, Digital Couture is a runway experience that showcases

designers' collections created with Epson's dye-sublimation printing technology. It provides an ideal PR opportunity to showcase how technology influences the fashion industry in a tangible way."

#### Tech luggage is in demand

Luggage, an extension of fashion choices, saw the Barracuda bag of Barracuda Co raise \$2 million last year via crowdfunding as well as pre-orders from more than 40 countries around the world and it's now available to the general market.

"It's the world's first collapsible luggage that can slide under a bed or hang in a closet. The bag combines functionality with style. We are very excited about bringing Barracuda to market after the overwhelming response to our crowdfunding campaign," said Barracuda Founder Boban Jose. "We know there is a huge demand for technological yet stylish products that provide a great level of convenience." O

# Setting women up for success in the PR industry

Steps the PR industry can take to help women succeed and advance in their careers.

By Wendy Lund

ommon wisdom has always held that public relations is a female-friendly and female dominated field. Those outside the industry have always assumed that PR is a particularly women-heavy arena, and after many years in the business, I can happily and undoubtedly say they're right!

In my personal experience, women have always accounted for the majority of the workforce at PR agencies. However, what's concerning to me is that despite our numbers, women often continue to be under-represented in top positions within the industry despite their talent, drive and dedication.

As the mother of a daughter currently entering her second year of college — who happens to be gutsy, clever and unwilling to let anyone stand in the way of her goals - I'm compelled to make equality in the workplace a priority not only for her and the next generation of women leaders, but for women currently forging paths in PR.

According to a recent "Women in the Workplace" report from McKinsey & Company, the path to leadership is disproportionately stressful for women. Fears of balancing family and work, worries about their competence in leadership positions and concerns over lack of internal - i.e., company — support are among the reasons offered by women regarding why they think they can't get to the top.

#### Closing the leadership gap

There are steps we can take within the industry to help alleviate these fears and help women to succeed and grow their careers. We can:

Demonstrate to female employees that our agency is behind them in every step of their careers. Women tend to anticipate and ruminate more than men, and we need to spend time supporting and empowering our women employees to make decisions and help them believe in themselves, their ideas, decisions and know-how to build their confidence.

Build training programs that matter and are personal and targeted to her needs. Invite guest speakers for interactive lunch-andlearn sessions (topics can be on anything from skills development, such as public speaking to inspirational stories of women who are at the top of their fields to topics

that are fun, to talk about like the Lean In Movement or even shows like Odd Mom Out). Reinforce your company's education benefits and encourage employees to take advantage: an employee who decides to go

back to school and picks up a new skill is always an asset to your agency and your clients. Finally, an awards program - like recognition at a monthly staff meeting — can go a long way in underscoring the company's commitment to individuals who are delivering their best, and truly boosts morale.



Wendy Lund

Encourage employees to take advantage of vacation, summer flex time - assuming your company allows it - and telecommuting benefits, making it clear that no employee will be penalized for taking the time they need and earned to handle personal matters and spend time with their families. If women — and men — realize that company leaders not only support, but respect their personal lives, they'll be that much more engaged on work matters and less likely to be struggling to balance the two.

Pump up existing or create new mentorship programs, pairing senior employees with junior staffers. Incentivize mentors and mentees to have regular meetings — perhaps offering gift cards for coffee dates — to discuss their perceptions of each other's roles and responsibilities, including perceived challenges. Offer the mentee the opportunity to shadow the mentor for a "day-in-the-life" experience so the junior employee understands and incorporates the leadership skills their 'shadow' brings to the table. The gist is that women need to feel confident in their abilities and feel empowered to express their concerns as well as their goals.

Most importantly, it's critical that we create paths to help women advance in the industry regardless of her family situation and ensure qualified women have an equal chance at leadership opportunities.

Regardless of the tactics you use to support your female employees, every step we take in that direction reinforces the strength of our workforce and ensures agencies' success. By championing all employees, we are ultimately championing the success of our clients, and we can all agree that's something worth striving for.

Wendy Lund is CEO of GCI Health. O



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# Six tips for PR pros to stay organized

Being organized is vital for success in the hectic world of PR.

By Hannah Ruark

etween pitching, newsjacking, pitching, writing, researching, client deliverables, and pitching, how is it possible to keep everything straight? We all know that the PR world can get hectic at times, so making sure you're organized is vital for success. Whether you're on one client account or six, organization can help provide better-quality work for your clients, and it helps keep you straight on meeting deadlines, too.

Here are some pointers on how to stay organized as a PR pro:

#### Create a daily to-do list, and go by it

Start your day off by writing down the tasks you have to do by day's end. As you complete each task, cross it off the list (trust me, this will make you feel so accomplished). It's okay if you don't get everything on your list completed; there's no shame in rolling it over to tomorrow's list.

#### Prioritize your tasks

After you've created your to-do list, you should prioritize your tasks for the day. Sometimes this can get tricky, so base your

list on upcoming deadlines or items that have been lingering on your list for some time

#### Stick to a schedule

When you have what seems like 1,000 items on your to-do list, how do you get it all done in one day? Twitter Co-Founder and CEO Jack Dorsey likes to give each day of the week a theme. For example, Mondays are focused on management, Tuesdays are for products, etc. Personally, I like to dedicate my mornings to catching up on email, creating my to-do list, coverage tracking, newsjacking, and, of course, pitching. See what works best for you, and stick to it.

#### Create an email filing system

I'm a big fan of utilizing folders, sub-folders and sub-sub-folders. It's much easier to find that press release from eight months ago if it is located in a "press releases" folder in your mail box. Don't be ashamed to create sub-folders for individual client initiatives, either. The more the merrier!

#### Set calendar reminders

For those of you who don't already do

this, stop what you're doing and start! I've found that setting calendar reminders is a great way to never forget about an action item, especially if it's not in the near future. If your client wants you to remember an award announcement on December 12 at

9:00 a.m. PT, set a reminder or risk forgetting.

#### **Utilize Google Drive**

Another way to keep documents organized — especially for teams — is on Google Drive. Having a separate folder set up for each client account makes it easy



Hannah Ruark

to share and work on documents together without the hassle of wasting time searching for the latest revision. This tool is particularly handy for virtual teams.

If you're not already implementing one or more of these tips, try them out and see how they work for you. Staying organized can only help you succeed in your career as a PR professional.

Hannah Ruark is an Account Associate at Bospar. O

# What PR can learn from 2016's election cycle

tereotypes and generalizations exist across all industry and demographic sectors. Unfortunately, these attitudes oversimplify, and often, pejoratively classify a group of people, only perpetuating inaccuracies and misinformation.

This election cycle demonstrates the changing worlds of politics, government and business and offers new rules of communications and public relations. The tenets of PR are the same but as a profession we need to work differently to be effective.

In Media Influencers May, 2016 Webcast: "Celebrity, Politics and Feeding the Media Beast," Ron Torossian, Founder and CEO of 5W Public Relations, Doug Simon, Founder and CEO of DS Simon Media and Michael Levine, author and PR expert, discussed what they learned from the campaigns.

All agreed that Trump has done masterfully well in driving the media cycle by using all the tools. He has been outspent by all the major candidates and demonstrated with a tweet, he controls the narrative.

#### New age of content pollution

At, "Insights to Action: Improving PR Performance" in July, 2016, Andrew Bowins of Samsung America said we are living in an age of content pollution: With 1.65 billion people on Facebook monthly; 4 Billion You Tube views per day; 310 Million on Twitter; 400 million active monthly users on Instagram, we need to change and operate in a new world of content pollution.

PR Week reported that journalists are dissatisfied: Of the 95 percent of journalists who go to a digital newsroom or website once a month, 70 percent said their expectations are unmet. Reporters cite the biggest problems as, lack of information and access to contacts, lack of access to multimedia content, no easy search solution, outdated information, no media kit with logos, bios and information and sites' media tools, look and feel.

In terms of PR people, like everyone, some complain, some think they or their clients are misrepresented; some have selective memories about what has been said or reported. However, a vast number of professionals and brands that use PR deliver substantial value with third-party endorsements, enhanced credibility, which builds trust.

#### What successful PR pros do

Successful public relations profession-

als conduct in-depth research, collaborate and strategize with their clients to become "the voice" of the company. Learning the

client's business, customers, competition, unique value proposition, media and key influencers takes time, hard work, commitment and passion.

PR is undervalued but the rewards are significant. Obtaining "earned media" provides visibility, credi-



By Wendy Glavin

Wendy Glavin

bility and expanded reach, at a fraction of the cost of other types of marketing, digital or advertising investments. It's a win-win for PR people, companies and the media.

Instead of negative categorizations and unbalanced viewpoints, why not improve on our predecessors' traditions, acknowledge that we live in a different world, learn and adapt new ways of doing business and help to move the industry forward.

Wendy Glavin is Founder and CEO of WendyGlavin.com in New York. •

## **Omnicom elevates Ketchum Europe CEO to PR Group**

etchum Europe CEO David Gallagher has taken a top role in parent Omnicom's newly formed Public Relations Group.



Gallagher, based in London, will serve as President, Growth and

Development, International, a new post for the group focused on building integrated client teams, talent development, new business development and new client service propositions, among other tasks.

He reports to PR Group CEO Karen van Bergen, who praised Gallagher's "global mindset" and record of success facilitating connection and collaboration among agencies. He has been a partner at Ketchum since 2011 and stationed in Europe since 2000, when he moved on from leading its Washington, D.C., healthcare unit.

Ketchum CEO Rob Flaherty tapped Mark Hume as COO for Europe to replace Gallagher. He continues as CFO for Europe, as well. Omnicom in February tapped van Bergen to lead the new PR Group aimed to integrate and foster collaboration among the holding company's PR units, including FleishmanHillard, Porter Novelli, CLS Strategies, Cone, Gplus, Marina Maher, Mercury and Ketchum, among others. O

# **Ogilvy ups Risi on** Massey exit

gilvy PR has upped Jennifer Risi to Global Chief Communications Officer with the exit of Robyn Massey, who held the post for the past year.

Massey spent 15 years Ketchum before moving to Ogilvy last

Risi, a five-year Ogilvy alum, recently led media relations for the firm and continues in that role, adding responsibility for all communications of the



Jennifer Risi

WPP agency globally. The firm said her expanded role will be about 75 percent client work and 25 percent agency global commu-

She also joins the firm's global executive

committee.

Ogilvy CEO Stuart Smith, to whom Risi reports, called Risi the "right leader" and "ideal

Risi was previously Executive VP for Weber Shandwick, handling corporate and CEO positioning for the firm. O

#### **MSNBC** tunes in Cockfield for communications

rrol Cockfield, a Senior VP at Edelman and political alum, is shifting to MSN-BC as Senior VP of Communications for the network.

Cockfield, who oversees communications and media strategy, reports to Senior VP of News Group Communications Mark Kornblau, and network President Phil Griffin.



**Erroll Cockfield** 

He was Senior VP in Edelman's New York

corporate and public affairs unit after serving as Chief of Staff and Director of Communications for the New York State Senate Democratic Conference.

He also was a Press Secretary for Governors Eliot Spitzer and David Paterson and started out in journalism with Newsday, the Hartford Courant and Los Angeles Times.

MSNBC last year overhauled its progressive-leaning programming to focus more on hard news ahead of the 2016 presidential election.

Obama alum Rachel Racusen did a yearlong stint as VP of Communications for MSNBC until last June. O

#### **Cindy Leggett-Flynn** insures AIG

merican International Group has recruited Brunswick Group Partner Cindy Leggett-Flynn to take the PR reins as Chief Communications Officer for the New York-based insurer.

She takes a role vacated at the end of last year by Christina Pretto, who decamped to head communications and public affairs for private equity firm Lone Star Funds.

Leggett-Flynn reports to COO Jeffrey Hurd, overseeing corporate brand and marketing, media relations, internal comms. and corporate citizenship for the company.

She spent the past 16 years with Brunswick. She previously led US communications for biotechnology company Chiroscience Group. O

#### **Cision brings in CEO** from Oracle

ision has brought in Oracle Senior VP Kevin Akeroyd as CEO, as the PR software heavyweight moves forward from absorbing rivals Vocus and PR Newswire.

Current CEO Peter Granat becomes Chairman of Chicago-based Cision's board with the addition of

Akeroyd. "I've been honored to lead the Cision team during such an exciting period of growth for the company," he said. "I look forward to working with Kevin and this remarkable Cision team in my new



Kevin Akeroyd

role as Chairman of the board."

Akeroyd is General Manager and Senior VP at Oracle Marketing Cloud, overseeing a bevy of acquisitions as Oracle moved up in the marketing cloud space. He was previously COO of Jugsaw and GM CEO, GM of Data.com, part of salesforce.com, among other posts.

Cision claims growth from \$130 million to \$630 million in annual revenue after its acquisition binge over the past two years under private equity owner GTCR. O

## Yahoo PR chief departs for healthcare start-up

nne Espiritu, VP of Global PR and Communications for Yahoo! Inc., is Islated to exit on the web portal's acquisition by Verizon.

She will join healthcare start-up Oscar In-

surance Corp. as VP of Communications and Corporate Responsibil-

ity.
"The last four years
"The last four been have undoubtedly been the most challenging, all-consuming yet most rewarding experience of my life," Espiritu



Anne Espiritu

wrote in a blog post announcing her exit.

Espiritu spent the past four years at Yahoo!, all under CEO Marissa Mayer. She previously worked with Mayer at Google in various consumer and product PR posts.

Sheila Tran, head of communications for Polyvore, is returning to Yahoo to take the reins as head of global PR. She was previously head of international comms. and Director of Global Product and Tech Comms. O





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# O'Dwyer's guide to BEAUTY, FASHION & LIFESTYLE PR



For several years, CLY has successfully secured international celebrities and oversaw public relations for GQ Men of the Year in Berlin.

#### **ALLIDURA CONSUMER**

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Who we are: Whether cars or cameras, diapers or detergent, health has never been more ubiquitous than it is today. For some brands, health may be a new focus. Fortunately, it's always been at the center of ours. And, we've taken this knowledge and enthusiasm to some of the world's largest brands to help them connect with today's socially charged, health-minded consumers.

Allidura takes an Expertise: integrated approach to communications with capabilities spanning public relations, digital and social media, marketing and branding, graphic design and multimedia, and research and analytics. Our meaningful insights and creative know-how have been tapped by a full range of consumer product and nutritional supplement brands, over the counter and beauty products and food and beverage companies.

Allidura is a part of the inVentiv Health Public Relations Group, which is powered by inVentiv Health, a global professional services organization designed to help the biopharmaceutical industry accelerate the delivery of much-needed therapies to market. Learn more at inVentivHealth.com.

#### **BEEHIVE STRATEGIC** COMMUNICATION

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Lisa Hannum, President & CEO Nicki Gibbs. SVP Avme Zemke. VP Steve Mann, VP

Beehive Strategic Communication is best known for fresh insights, creative strategies and positive connections that create enduring value for our clients.

We are inspired by the global movement toward purpose-driven businesses and are committed to using the power of communication to build better businesses for a better world

Beehive works nationally on behalf of leading brands in industries ranging from healthcare and education to fashion/retail and financial services. Our expertise includes research, communication strategy, brand positioning, employee engagement and internal communication, public relations, social and digital marketing, and crisis communication.

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

#### **CAROLYN IZZO INTEGRATED** COMMUNICATIONS (CIIC)

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Carolyn Izzo-Feldman, President & Chief Strategist Patricia Fahie, EVP Kate Wark, SVP

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 HSMAI (Hospitality Sales & Marketing Association International) Adrian Awards across Gold, Silver and Bronze catego-

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 **COMMUNICATIONS** INC.

54 W 40th St. New York, NY 10018 212/256-1153 office@c-l-y.com

Wallstrasse 15A 10179 Berlin Germany +49 (030) 8179-8840

Raffaele Castelli, CEO

CLY Communication is an international agency combining classic PR, digital PR, event planning and celebrity relations. The firm strategically positions its clients with innovative and pioneering ways, professionally supporting them at every level of modern public rela-

Founded in 2009 by Raffaele Castelli, CLY Communication has grown to become an international company that continues to be inspired by Castelli's creative insights. CLY Communication 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 to offer tailor-made PR solutions and social media content for clients. With regard to corporate seeding or events on behalf of the agency's lifestyle, fashion, and beauty clients, CLY Communication collaborates with tastemakers across the music, film and TV industries for everyday life and red carpet

#### **FILM FASHION**

A Division of Rogers & Cowan Pacific Design Center 8687 Melrose Ave., G684 Los Angeles, CA 90069 310/854-8195 Fax: 310/854-8138 carla.blizzard@filmfashion.com www.filmfashion.com

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 campaigns 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 client's brands by housing an edited collection of samples.

Recent projects have included



FWV planned, managed and executed the launch of a new product from longtime agency client, Riders by Lee, at a series of successful blogger parties in key markets LA, Boston, Chicago and New York.

dressing celebrities for magazine photo shoots and red carpet appearances, securing editorial placements and coordinating product placement working with talent such as Jennifer Lopez, Taylor Swift, Gigi Hadid, Kendall Jenner, Elle Fanning, Zendaya, Blake Lively and Kate Beckinsale.

Clients:

A Pea in the Pod, Alex Woo, Chopard, CSARITE, Elizabeth Kennedy, Fitbit, Georges Chakra, Gomez-Gracia, Grace Loves Lace, HANEY, JOVANI, Kayat, Rani Zakhem, Romona Keveza, Rubin Singer, SAFiYAA, Sarah Flint, Tadashi Shoji and Zuhair Murad.

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Rick French, Chairman & CEO David Gwyn, President / Principal Natalie Best, EVP / 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 nearly 100 public relations, public affairs, social media, advertising and digital marketing experts among its Raleigh, N.C. headquarters and New York City, Los Ángeles and Tampa offices.

Ranked as the #2 firm for beauty and fashion PR by O'Dwver'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 by Lee jeans, Justin Boots, Arena USA, Airplus Footcare, SKINS, Peter Millar, 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, Calligaris 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**

41 Madison Avenue, 5th Floor New York, NY 10010-2202 www.hunterpr.com 212/679-6600

Partners: Grace Leong, Jonathan Lyon, Jason Winocour, Mark



Film Fashion secures double-page spread in US Magazine for client Zuhair Murad.

Newman, Donetta Allen, Gigi Russo, Erin Hanson

Contact: Samara Farber Mormar. smormar@hunterpr.com

Hunter Public Relations Beauty, Fashion & Lifestyle Practice reaches beyond the expected product round-up stories to drive standout, business-building media coverage and ownable headlines in consumers' go-to beauty resources and lifestyle media. Keeping in mind the increasingly crowded beauty aisles and abundance of new media outlets, Hunter explores the consumers' overall mindset to find key insights from which the team builds creative programs that help brands speak to consumers authentically. Hunter specializes in providing the resources and

content that make consumers' lives easier. Finding seamless ways to integrate the product message into their busy lifestyles — whether it's tackling the beauty challenges that accompany allergies with the help of Hollywood glam squads or creating dozens of easy hairstyles for second-day hair — Hunter helps strengthen brand loyalty, and keep the products top of mind in the moments consumers need them most.

Founded in 1989. Hunter has grown into one of the most respected mid-size consumer marketing communications firms in the country, with more than 110 full-time staff professionals. Hunter is committed to delivering exceptional boutique-style consumer and lifestyle marketing communications

\_ Continued on page 20



At the ZOEasis event in Palm Springs, Hunter PR helped media, influencers and celebrities get Coachella-ready with a braid bar activation that provided instant hair refreshes featuring Batiste Dry Shampo



Lindsey Carnett, Marketing Maven CEO & President, at the Grammy Awards for client activation.

#### **HUNTER PUBLIC RELATIONS**

\_ Continued from page 19

services to our clients, which have included: Sperry, Love Cosmetics (Love's Baby Soft), Church & Dwight (Batiste Dry Shampoo, Toppik, Arrid Dry Spray and Arm & Hammer Truly Radiant), Johnson & Johnson Consumer Healthcare, L'Occitane (Melvita U.S. launch). Dana Classic Fragrances, Alberto-Culver, and the New York City Clothing Bank.

#### **KAPLOW**

19 West 44th St., 6th Flr. New York, NY 10036 www.kaplow.com

For 25 years, Kaplow Communications has worked with blue chip and up-and-coming brands to deliver award-winning, cutting-edge campaigns. We employ best-inclass practices in public relations, branding, social media, digital and branded content to keep our clients one step ahead.

Kaplow's fully-integrated programs for beauty, fashion, retail,

e-commerce and lifestyle clients drive conversations wherever they occur. Kaplow is proud to be Cosmetic Executive Women's agency of record for more than two decades. We have helped Laura Mercier communicate what "flawless" means today, made Shiseido a must-have for beauty aficionados and disrupted fashion with Stitch Fix, the online personal styling service. Other beauty and fashion clients include Revive, L'Occitane, Conair, CVS/pharmacy Beauty, Luminess, Artistry, Warner's, Bluefly and The Children's Place

Kaplow is a pioneer in relationship-based PR and continues to redefine the public relations practice, making it the communications agency of the future, today.

#### MARKETING **MAVEN**

135 East 57th Street, 4th Floor New York, NY 10022 212/967-5510 www.MarketingMavenPR.com

Los Angeles Headquarters 310/994-7380

Lindsey Carnett, CEO & President

lindsey@marketingmavenpr.com

Natalie Rucker, VP of Business Development natalie@marketingmavenpr.com

John Krisiukenas, Managing Director NY johnk@marketingmavenpr.com

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 Mayen 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, 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

666 Third Ave. New York, NY 10017 212/539-3229 Fax: 212/481-9440 www.mbooth.com

Jennifer Teitler, SVP 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. The agency represented well-known brands including Vaseline, St. Ives, Lands' End, Aerosoles, Maidenform, BHLDN, Red Door Spas, Etsy and Pier 1. To support the partnership between Burlington Stores and Women-

Heart: The National Coalition for Women with Heart Disease, we executed a targeted media strategy leveraging talk show host and heart health advocate Wendy Williams as a spokesperson. The initiative reached over 276 million consumers through media coverage and raised \$1.7 million for Women-Heart in support of women's heart health. For premiere outerwear brand Canada Goose, we supported a series of influencer trips designed to immerse them in the brand's lifestyle and demonstrate how the coats "free people from the cold" by enabling them to take advantage of all the outdoors has to offer. The programs have resulted in over 35 million impressions, 50+ bucket list items fulfilled, and an elevated brand perception.

#### MFA LTD. (MISSY FARREN & ASSOCIATES)

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Missy Farren, Founder & CEO Caroline Andrew, SVP

Mfa Ltd. is full service communications agency, based in NYC with outposts in SoCal and the Midwest. Passion with Purpose summarizes the firm's 23 years of dynamic PR, digital and marketing communications success. Storytelling is our forte, and Mfa specializes in delivering compelling stories, and addressing the needs of consumers through campaigns that span paid, owned and earned media across multiple channels. Our team's expertise lies in the fashion, beauty and lifestyle industries and how to move the needle with influencers and consumers which is supplemented by expertise in complementary fields, including wellness, sports, luxury and travel. We have a dedicated cause marketing practice known as MFAction, working with non- and for-profit entities in social good. We are more than marketers; we live our clients' lifestyles every day. Recent and current partners include: Stance, Quiksilver, ROXY, Hillflint, LifeProof, Olukai, Burton Snowboards, lululemon, Alex + Ani, Target, Cross, Giggle, Filorga, Anna Victoria, Juja Active, Journeymen, Schwinn, the Westin Hotels & Resorts, philosophy, No Kid Hungry and The Ritz-Carlton Hotels of NY.

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West Coast 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.

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#### **PIERCE MATTIE** COMMUNICATIONS

62 West 45th Street, 3rd Floor New York, NY 10036 212/243-1431

Joshua Blaylock, Director of **Business Development** jblaylock@piercemattie.com

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**

The Soho Building 110 Greene Street, Suite 408 New York NY 10012 julia@red-pr.com 212/431-8873

Julia Labaton, Founder & President

Award-winning communications firm specializing in beauty and lifestyle brands. We are smart, efficient, well-connected and service-oriented. We're your A-team who thrives on creative thinking, collaboration and success.

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Clients: ABBA Haircare, Color Design, Cricket Company, Gelish Gel Polish, Good Dye Young, Maria Bonita Salon & Spa, MB45 Studio, MOP Hair Products, Morgan Taylor Lacquer, Ouidad Curl Experts, Preciosa Crystal.

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8687 Melrose Ave., 7th Floor Los Angeles, CA 90069 310/854-8117 Fax: 310/854.8106 inquiries@rogersandcowan.com www.rogersandcowan.com

Mark Owens, CEO

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



RED PR headquarters in Soho NYC.

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Through its Film Fashion brand, Rogers & Cowan is the only PR

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Clients have included Jockey, Columbia Sportswear, Rhone, Swarovski, Rob Lowe's Profile 4 Men, Lancôme, Estee Lauder Companies, Kardashian Kollection, Jet Set Candy, Sydney Evan, Keratin Complex, L'Oréal Professional, Drybar, Kohl's Jennifer Lopez and Marc Anthony collections, The Intimate by Britney Spears Collection, Avon Voices, TW Steel, Sunglass Hut, Ray-Ban, Coty's Beyoncé Pulse and David Beckham Fragrances and Glamour Reel Moments.



Pierce Mattie Communications' Media Oasis.

# **COMMUNICATIONS** INC.

2030 Main St., Ste. 325 Dallas, TX 75201 214/379-7000 24-hour media line: 817/329-3257 www.spmcommunications.com Dallas · Austin

#### Suzanne Parsonage Miller, President & Founder

Founded in 1999, SPM is a Dallas-based PR agency with national reach, promoting and protecting iconic brands through strategic public and media relations, crisis communications, and spokesperson training. We forge long-standing, strategic partnerships with our clients, and our "no-jerks" policy fosters an atmosphere of mutual respect and trust among clients, team members and company leaders that leads to maximum creativity, productivity and account team stability.

SPM has editorial, media relations, crisis and measurement experts on staff to support all SPM clients. Whether we are working with national category leaders, regional brands or start-up companies, we build our clients' business by approaching each brand holistically, working across traditional, online and social media to creatively tell their stories in many voices to many different audiences.

Our team's extensive fashion, beauty and lifestyle brand experience includes Receutics, Aveda, Baublerella, Owlet, TredAgain, eraclea, Spa Castle, Epidemia Designs, Skagen, A Pea in the Pod, Dickies Workwear, Beretta, The Vintage Pearl, Chantal and Lemi

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SPM is a member of IPREX, a global network of independent PR firms that provides multi-market, on-the-ground support, and is a NWBOC-certified woman-owned husiness

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

#### WEBER SHANDWICK

909 Third Avenue New York, NY 10022 212/445-8000 www.webershandwick.com

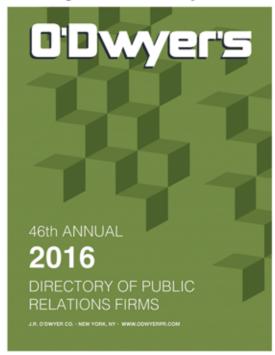
Karen Pugliese, EVP, Consumer Marketing 212/445-8198 kpugliese@webershandwick.com Monica Whitehurst, Vice President, Beauty & Fashion 212/445-8149 mwhitehurst@webershandwick. Jill Murphy, Chief Business Development Officer 212/445-8339 jmurphy@webershandwick.com

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

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# O'DWYER'S RANKINGS TOP BEAUTY & FASHION PR FIRMS

erone.	Firm Control of the C	Net Fees (2015)
1.	Edelman, New York, NY	\$18,039,765
2.	French   West   Vaughan, Raleigh, NC	4,776,113
3.	5W Public Relations, New York, NY	4,000,000
4.	Gold PR, Corona, CA	4,000,000
5.	Ruder Finn, New York, NY	3,900,000
6.	Turner, a Fahlgren Mortine company, New York, NY	2,453,402
7.	Coyne PR, Parsippany, NJ	1,764,259
8.	Zeno Group, New York, NY	1,508,733
9.	Status Labs, Austin, TX	1,341,096
10.	SPM Communications, Dallas, TX	1,029,658
11.	360 Public Relations, Boston, MA	750,487
12.	WE, Bellevue, WA	696,000
13.	Finn Partners, New York, NY	597,000
14.	BLAZE, Santa Monica, CA	530,577
15.	Beehive PR, St. Paul, MN	451,597
16.	Inkhouse Media + Marketing, Waltham, MA	451,089
17.	O'Malley Hansen Communications, Chicago, IL	355,823
18.	Marketing Maven PR, Camarillo, CA	337,614
19.	Peppercomm, New York, NY	323,760
20.	LEVICK, Washington, D.C.	308,773
21.	PAN Communications, Boston, MA	263,236
22.	Quinn, New York, NY	261,661
23.	AMP3 Public Relations, New York, NY	204,835
24.	J Public Relations, New York, NY	181,310
25.	Rosica Communications, Paramus, NJ	178,042
26.	PadillaCRT, Minneapolis, MN	73,647
27.	Lovell Communications, Nashville, TN	60,000
28.	Trevelino/Keller, Atlanta, GA	55,000
29.	Rock Orange, Miami, FL	44,467
30.	Stuntman PR, New York, NY	39,500
31.	Jackson Spalding, Atlanta, GA	30,219
32.	Didit Communications, LLC, New York, NY	20,091
33.	The Power Group, Dallas, TX	19,994
34.	Sachs Media Group, Tallahassee, FL	7,500
35.	Maccabee, Minneapolis, MN	3,920

# What Roger Ailes should tell Donald Trump

By Fraser Seitel

onald Trump has hired Roger Ailes to advise him on his fall debates with Hillary Clinton.



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.

Ailes, if you remember, before his former rise as Fox News hero and current fall as accused predator, sexual was a formidable public relations executive, particularly skilled in the art of persuasion.

So, while the Donald rearranges the managerial deck chairs on his sinking campaign, he deserves credit for recruiting the best debate coach this side of Ted

Cruz.

Here's what counselor Ailes may well advise the candidate in what is likely to be Trump's last, best chance to upset the Clin-

#### PR news brief

#### Finn Partners acquires Lane

Finn Partners has entered into a formal agreement to acquire Portland-based independent agency Lane PR. Financial terms of the deal were not publicly disclosed.

Lane, which was founded in 1990 by president Wendy Lane Stevens and currently employs about two dozen, specializes in financial services, crisis, consumer, food/beverage and technology. The agency, which maintains an additional office in New York as well as a presence in Seattle, in 2015 accounted for about \$4 million in net fees.

The acquisition gives New York-based Finn Partners its first forays into Pacific Northwest territory, and comes on the heels of its June acquisition of Washington, D.C.-based branding, design and marketing services firm Greenfield Belser. The global independent agency in September picked up San Francisco-based tech agency Horn Group.

Lane retains its brand and will now wear the appending banner a "Finn Partners Company." The agency will also maintain its Portland office and will continue to be managed by Stevens, who will also continue to manage Lane's staff in New York and now assumes the title of Finn Partners man-

Stevens will report to managing partner Howard Solomon, who is based in San Francisco and heads the Finn Partners West outpost, which includes offices in Los Angeles, San Francisco and Portland.

Lane's New York team, which is led by senior vice president Amber Roberts, is slated to relocate to Finn Partners' existing Midtown office by the end of September.

ton machine.

#### You are the message

No doubt Ailes will begin with the title of the book he wrote three decades ago, reminding Trump that every time he sneers or scowls or acts put upon or lashes out belowthe-belt, he is sending voters a message.

Thus far in the campaign, that "message" has largely been one of hot head, spoil sport, whiner, not to mention - dare I say it potential "loser." What Roger will likely tell him is to "stop it."

Rather, he will say, present yourself as the confident, self-assured, successful "winner" who sincerely believes the country is in trouble and wants to help save it.

#### **Expose yourself**

Perhaps Ailes' will phrase this differently, given his current problems, but the point he'll make is that Trump needs to use the debates to show voters that he really does "care" about the people he claims he is trying to help, regardless of sex, race, ethnicity, etc.

Anybody can claim they want to "make America great again." To prove you mean it, you must convince people through your emotions and feelings and passion. In other words: show, don't tell.

It's the same advice Ailes gave presidential candidate George H.W. Bush in 1988, when he told him to think first before speaking about the brave soldiers he'd seen fall as a result of war. The elder Bush, a notoriously mediocre speaker, took Ailes' counsel and delivered some of the most memorable speeches of his political career.

In the debates, Trump must similarly recall the despairing souls he has met on the campaign trail and frame his answers with those sad, real-life stories echoing in his

#### Personalize. Personalize. Personalize.

The Greeks used to say that the finest speakers were those who brought to their words, "the vigor of their own nature" or, in the case of Trump, his own accomplishments and experience.

Ailes should tell him not to obsess over the inevitable gotcha' questions that probe his knowledge of Kurds and Quds or non-existent hostage-for-cash videos or imaginary 9/11 Muslim celebrants or all the other gaffes he's been guilty of during the campaign. Rather, he should quickly dismiss these miserable memories and, as they say,

His own personal experiences in creating successful projects, hiring productive employees, engaging in mutually-satisfactory deal-making and compromising with sworn

Trump must tell these personal stories to illustrate how, based on personal experience, he would be a "business doer" not a "political talker" as President.

#### Focus the attack on the Clintons

Trump made great headway in the primaries by jugularly-attacking his fellow Republicans, the media and anybody else who got in his way. But in the general election, it hasn't worked; indeed, this strategy reached its nadir with the disastrous diatribe against the Khan family, whose soldier son died in

So, Ailes should instruct Trump that in the debates, he should forget all these distractions and instead, take laser like focus on his opponent and her husband. And his attack on Hillary and Bill, Ailes will no doubt recommend, should be withering.

Clinton Foundation? Fair game. Outrageous speaking fees? You got it. Errant emails? Ditto. Pay for play favors? Yup.

In each case, Trump needs to be the aggressor. He can only do that convincingly if Ailes convinces him to study, rehearse and get his facts straight. Trump's predilection for ad-libbing and letting bravado replace specifics isn't working anymore.

The only way he can deflect criticisms for his own vulnerabilities — from Trump University to Atlantic City bankruptcies to withheld income taxes — is by turning the tables on Hillary and her husband and putting her on defense. To do that effectively, Trump must be prepared.

#### **Enjoy yourself**

In the primaries, the closest Trump got to an "endearing quality" was that in virtually every forum, he seemed to enjoy himself. He was the outsider, the non-politically correct candidate, the anti-politician. He laughed, he joked, he criticized moderators, he had a blast. And he — and his supporters — loved

But ever since he was anointed as the candidate, Trump has turned bitter, vindictive and morose. And those are his good days!

So, Ailes needs to remind him to have some fun in the debates ... smile, joke, go after Hillary but do it with some humor. (Lord knows, there's plenty to poke fun at with the Clintons!)

The harsh reality is that Trump is trailing badly, so he's got nothing to lose. If he listens to public relations advice like this from Ailes, he may make headway in the all-important debates.

The problem, of course, is that Trump hasn't listened to anybody up to now and isn't likely to start at this late date, even from the former Fox pharaoh as his coach. O





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# Doing it the right way

#### By Richard Goldstein

his month I'm writing about "Doing it the right way." What do I mean by this? It's the title of a new book by Rick Gould, managing partner of Gould + Partners. Gould's book discusses the



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

steps necessary for a successful PR agency merger or acquisition.

Why is this book important? How does the market look for 2016 and beyond? Rick's book is important to every PR agency thinking of acquiring or selling. In 117 pages it gives you solid information what's necessary if you're considering

a sale or purchase.

#### Where is the market heading?

According to Rick, the marketplace is active and robust. There are more buyers and sellers than ever before. There are new buyers who know they can capitalize on pricing and intellectual capital. (Point of information: intellectual capital does not appear on your balance sheet, but it is truly your most important asset.) If you can't perform to the highest standard of a customer's expectations, you won't have a client for long.

2015 was the biggest year for mergers and acquisitions on record, with more than \$5 trillion in transactions (including all industries, not just PR). 2015 was a busy year for independent PR agencies.

New York-based Finn Partners acquired Seigenthaler PR and DVL in Nashville and combined the two firms to create the largest firm in Nashville and a dominant force in the Southeast. They also acquired New York-based The Horn Group.

Long Island and NYC based Didit acquired Bridge Global and J.B. Cumberland.

In April 2016, National Public Relations, the largest PR firm in Canada, acquired Boston-based Shift Communications, an integrated communications firm known for its thought leadership, innovation and robust technology practice, data driven PR, and Google Analytics Certified Partner distinction.

It seems to me that future PR agencies will need to take on a greater role in providing integrated communications and

marketing services. Customers of your agency will be looking to you to provide strategies and solutions involving a more integrated approach. By integrated communications/marketing I mean an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales/service promotion, public relations, direct marketing and social media through their respective mix of tactics, methods, channels, media and activities, so that all work together as a unified force. It's a process designed to ensure that all messaging and communications strategies are consistent across all channels and centered on the customer.

#### Why the spike in 2015?

Why are new buyers evolving? Strategic acquisitions are the new norm. Buyers are acquiring to improve specialties, locations, quality of staff (intellectual capital, if you will), clients, name brands and an integrated marketing strategy.

Who are the new buyers? Many are one-office firms acquiring other firms in locations that will facilitate and improve service and firm depth. They recognize a need for niche specialties. They realize that integrated marketing services are the wave of the future.

Firms are starting to realize that bigger is better. With size, there are economies of scale, and these economies go straight to the bottom line.

#### Why are firms selling?

Sellers pools have increased. There are many quality firms available to be sold. Owners are looking to monetize their years of sweat equity. They want relief from back-office distractions. They need regional and/or international reach. They desire expansion of brain trust and depth of staff needs to grow. Owners want to practice PR versus building and managing the firm. They see many efficiencies of scale by sharing labor and operational expenses, among other reasons. Also, smaller firms are losing pitches that they could have won if they were bigger. Financial resources and the intellectual capital of the buyer is a huge advantage in winning and retaining

#### The "age factor" as a reason to sell

The age factor is now more relevant than ever. The boomer-generation are now at an age where selling makes sense. To retire comfortably, they need to monetize their

twenty-to-thirty-year invested asset.

Buyers don't want to buy firms whose owners are in their late sixties or early seventies, thinking they may not have enough stamina to fulfill an earn-out obligation and stay beyond. Buyers are willing to acquire seller firms with older executives if there is a solid, experienced second tier of management.

#### Does the size of your firm matter?

The short answer is "yes." There are certain plateaus in the PR industry/profession. Firms want to reach the next financial plateau: \$3 million to \$10 million to \$15 million and so on. Frankly, I have not seen many firms go from \$1 to \$10 million in a short time span, but it is possible. I believe firms doing \$1 to \$3 million should consider \$5 to \$6 million as a first plateau. The reason: to get operate a \$5 million or \$6 million firm requires a lot more infrastructure and a stronger second tier of management than a \$1 million or \$2 million firm. In my view, bigger firms have more intellectual capital that can be monetized, not to mention a higher profile customer base.

#### So you want to sell in two or three years?

Whenever I talk to PR firm principals I always ask if they have plans to sell, buy or merge. I titled this column as "Doing it the right way." So, what is the right way?

In my view, the very first step is to understand what is takes to have a successful transaction. Rick feels there are 13 steps or keys to a successful transaction. This column will review this and other keys to success in future columns.

For now, however, I leave you with this: the key is value creation; the key is merging cultures; the key is to create a bestplace-to-work environment and culture by maximizing the intellectual and creative capacity of both the seller and buyer; the key is to overcome the apparent risks in consolidation and the merging of cultures; and the key is not making your transaction a statistic in the failed-deal column.

Remember, you should not try and sell a distressed firm, such as a fire sale, but a firm that is growing and profitable, ready to capitalize on a buyer with wider reach in geography, talent, service offerings, and overall depth.

Here's a good start and a plug for me. Make sure your CPA, lawyer, and management consultants know your industry and have relationships within the industry! If they don't, switch! O

# Commonalities between PR people and Donald Trump

By Arthur Solomon

s election day approaches, and after listening to all the candidates of parties compete for the presidency, one thing has become clear to me: There's no doubt that PR people are kindred to Donald J. Trump. Here's why.



Arthur Solomon, a former journalist, was a Senior Vice President and senior counselor at Burson-Marsteller, and is currently a frequent contributor to public relations and sports publications.

#### **Similarities**

Trump says the media doesn't treat him fairly.

I've heard many PR people complain that the media is unfair to their clients.

Trump says the media doesn't report the facts.

PR people feel that way when reporters disregard information that praises their client's accomplishprovided ments prior to a client

interview.

Trump complains about media bias. So do PR people.

Trump says reporters covering his rallies don't report the truth.

I've heard many PR people say the same thing about reporting after press events and client interviews.

Trump feels the media misrepresents what he says.

PR people often feel the same after seeing the results of a client media interview.

Trump denies saying what he said. So do PR people.

Trump has pulled the press credentials of reporters.

PR people do it in another way. Refusing to let certain reporters speak to their client. The Trump campaign uses spokespeople to explain why he is the preferred candidate.

PR firms use spokespeople to explain the desirability of client products.

Trump thinks he knows everything even though this is his first election at-

Many PR people also think they know everything about marketing, even more than experienced clients. (Believe me, as Trump might say. As a senior counselor called on to provide input on any agency program when requested, I had to come down on the side of the client when unrealistic marketing programs that required leading marketers to change their way of marketing were crafted.)

Trump has exaggerated his close relationship with Putin, when asked by the

PR people have exaggerated their close relations with the media, when asked about it during new business presentations.

Trump uses spokespeople to clean up the mess when his statements backfire.

PR firms tell clients that so-called crisis communications experts can help clean up clients' messes.

Trump exaggerates his accomplishments, despite evidence to the contrary.

PR people exaggerate their accomplishments when interviewed for a new job.

Despite his many unforced errors, Trump remains viable and has the support of high-ranking GOP insiders.

Despite PR supervisors pushing through programs that have no chance of succeeding, and calling those who point out the deficiencies (like me) "not a team player," senior account supervisors have the support of high management until the client complains.

Trump supporters have made such vile comments about Clinton that reporters say they aren't fit to be repeated on television or printed in newspapers.

I've heard PR people make vile comments about journalists when an interview or press conference didn't go the way the PR people told clients it would.

Trump has suggested that the election

When PR people don't get promoted they complain that office politics plays a large part and promotions are given to exec's favorites and drinking buddies. (And they are quite often correct. Trust me on this, as Trump might say).

Trump thinks any publicity may be good.

So do the great majority of PR people I have worked with, even though the coverage contains no client message points.

Trump has never admitted that he was

As of this writing, I've never heard a top PR management exec admit to a subordinate that the exec was wrong.

Trump proudly boasts of his accomplishments.

Top PR execs, who had no input and didn't know about winning Silver Anvil programs, proudly boast of Silver Anvils won.

Journalists have accused Trump of providing inaccurate or incomplete infor-

Many PR people have heard journalists say the same thing about them.

Five "similar differences"

When things go bad, Trump seemingly doesn't throw others in his campaign under the bus.

PR firms handle bad situations another way; supervisors look for scapegoats to blame and fire innocent people.

Trump has a proven history of excelling at getting major publicity.

PR people, who are supposed to excel at getting publicity, often don't.

Trump proves that major publicity can be obtained without "breaking the bank" budgets.

PR firms always tell clients they need larger budgets to do the job. But when the client says "This is all you're going to get. Take it or leave it," the PR firm suddenly says, "Okay, we can live with that."

Trump's campaign has been described as different from others.

Unfortunately, most PR campaigns are similar to others.

Also, Donald Trump has been known to tell untruths to reporters.

PR people never do that, do they?

Mixed messages

When polls showed that Trump erased Clinton's lead after the Republican convention, his surrogates were all over the cable shows, saying that the polls show Trump's messages are catching on. Now that Clinton has opened a big lead, Trump's spokespeople are saying it's too early to take polls seriously and they are meaningless at this stage.

PR people tell clients that they have all the answers to client's wants when presenting a new program. When, during the implementation the clients are dissatisfied with the results, PR people are prone to say, "Wait until the entire program is completed because early poor media results are meaningless at this stage.

Personally, I'm looking for a new way to conduct media relations without media involvement because as Trump has said so many times, "The media is so totally dishonest." Maybe that's the reason they don't bite on all my pitches.

Lessons to be learned

The Trump campaign has provided lessons for PR people that support my belief regarding publicity. I've always preached that it's not the number of placements that matters. What matters to savvy clients is the quality of the placements.

Sometimes less is more. O

#### **Jadotte flies to AAR in DC**

arcus Jadotte, an Obama administration Commerce Department Assistant Secretary and former public affairs chief of NASCAR, has joined defense contractor AAR as

VP of Public Affairs to establish a Washington outpost for the Wood Dale, IL-based company.

Jadotte was Assistant Secretary of Commerce for industry and analysis for the International Trade Administration. In that role he was chief liaison with US companies and trade groups and advised Commerce Secretary Penny Pritzker on trade and investment issues.



Earlier, he was VP of PA and multicultural de- Marcus Jadotte velopment for NASCAR. He also served in the

Clinton administration Labor Department and worked on the Hill as Chief of Staff to Reps. Peter Deutsch and Debbie Wasserman-Schultz.

AAR operates in 20 countries supporting commercial aviation and government on services from aircraft maintenance to airlift operations.

The appointment comes after VP of Government Relations Cheryle Jackson was named President of AAR Africa. O

# White House aide marcus to McBee

obert Marcus, Special Assistant to President Obama for Legislative Affairs, is moving to McBee Strategic Consulting next month to handling lobbying and communications for the Washington-based firm.



Marcus lobbied on the Iran deal, the Trans Pacific Partnership and Defense Dept. appropriations while at the White House. He was

previously a staff member of the House Committee on Foreign Affairs under Chairman Howard Berman (D-CA) and earlier was a Legislative Assistant to Rep. Jan Schakowsky (D-Ill.).

McBee Managing Director Rob Chamberlin called Marcus a "total fit" for the firm's model.

Marcus joins Sept. 6 as an Executive VP. O

# **GOP**, association pro Miller resets

isa Camooso Miller, a veteran GOP aide and association PR exec, has joined Reset Public Affairs as a Partner of the Washington-based firm.

Miller was VP of communications and PA for the American Coalition for Clean Coal Electricity and VP of PA for the National Community Pharmacists Association.

Reset PA is led by former Chlopak Leonard Schecter & Associates Partner Beau Phillips.

Miller spent the past two years as a Partner in D.C.-based Blueprint Communications.

On the political front, she was Communications Director for the Republican National Committee and Deputy Communications Director for the office of the House Speaker Dennis Hastert.



During the Bush administration, she worked PA at Dept. of Commerce.

Both Phillips and Miller have roots in New Jersey politics. Miller served as aide to New Jersey Govs. Chris Christie and Donald Di-Francesco, while Phillips, a former journalist for the Asbury Park Press and Bergen Record, was press secretary to NJ State Assembly Speaker Chuck Haytaian. O

# Ullyot advises Trump campaign

R veteran John Ullyot is serving as Deputy Communications Director for the Trump presidential campaign.

Ullyot, who was Communications Directors for the Republican National Convention in Cleveland in July, has been a Managing Partner for Brighton Strategy Group and Managing Director for High Lantern Group over the past



John Ullyot

three years. He was also a Senior VP for Media Relations and Issues Management at Hill+Knowlton Strategies.

On the Hill, he handled communications for Sens. John Warner (R-Va.) and Arlen Specter (R-Pa.). He also worked the corporate communications side for AOL Europe and Intel in Washington. O

# Van Grack joins Revolution in D.C.

racy Van Grack, a director focused on the tech sector for Brunswick Group, has moved to venture capital firm Revolution LLC in its top communications and policy post.

Revolution is the influential firm of AOL Founder Steve Case.

Van Grack, a Harvard Law grad and attorney, takes the role of Senior VP of Communications and Public Policy.



She spent two years in Goldman Sachs' office of corporate engagement, handling outreach and partnerships with governments, NGOs and academia. She was previously a senior manager for global health org Population Services International.

FleishmanHillard alum Meredith Balenske is VP of communications at Revolution. Eleven-year-old Revolution has raised about \$975 million and invested in 32 companies, according to Crunch-

# **APCO** works Turkey post-coup PR

urkey, which endured an attempted military coup in July that many blame on the US, has engaged APCO Worldwide to foster stronger ties with the US through a PR push.

APCO is charged with providing media relations, stakeholder engagement and strategic communications services in the US "to promote positive relations between the US and the Republic of Turkey," according to the contract.

The initial two-week contract from Aug. 1 to Aug. 15 is worth \$74,200.

Turkey tapped APCO to communicate with media and other organizations to boost the countries' relationship.

Many Turks believe a Muslim cleric living in the US, Fethullah Gulen, was behind the coup attempt. Gulen has denied involvement. O

# Serbia books Zapwater

erbia has booked Zapwater Communications as it slates its first media tour targeting US travel press. Chicago-based Zapwater will put together a press tour for

a week-long October trip to the Eastern Europe nation for the National Tourism Organization of Serbia.

The country is looking to build on the 2.5 million foreign tourists who visited in 2015 and has increased its tourism budget to nearly \$9 million. That includes about \$1 million in subsidies for organizing visits.

Zapwater's Neda Bencun is fluent in Serbian and will lead the effort with agency president David Zapata.

Serbia is looking to capitalize on Air Serbia's non-stop service from New York JFK to Belgrade's Nicola Tesla International Airport launched in June. Hundreds of mineral springs and several spas in the country's picturesque mountains are a top draw. **O** 

# Nicaragua makes U.S. pitch

icaragua's tourism board has engaged Myriad to pitch the Central American country to US and Canadian travelers. The account covers tourism marketing, trade and media relations as Nicaragua looks to burnish its image as a unique and unspoiled tropical destination with beaches and jungles to explore.

Ana Carolina Garcia, promotion and marketing director for IN-TUR, the country's tourism board, said Myriad is asked to "establish and grow Nicaragua's awareness in our critical American and Canadian market."

Nicaragua is positioning itself as a easy flight from southern US cities like Houston, Atlanta, Miami and Fort Lauderdale.

On the political front, President Daniel Ortega has raised eyebrows as he consolidates power, although the country enjoys an economic stability elusive to its leftist neighbors.

The country must also deal with the outbreak of the Zika virus that has made travelers weary of the region.

Myriad President and CEO Al Merschen said his firm will work to make Niragua "the next 'must see' destination," pointing to its lakes, beaches, volcanoes, Spanish colonial architecture and archipelagos. •

#### **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.

Bloom Strategic Counsel, Washington, D.C., registered Aug. 22, 2016 for Amazon, Seattle, WA, for issues related to competition in technology industries.

Sheppard, Mullin, Richter & Hampton LLP, Washington, D.C., registered Aug. 22, 2016 for Restaurant Associates, Washington, D.C., regarding labor issues.

The Charles Group, LLC, Washington, D.C., registered Aug. 23, 2016 for The Real School of Music, LLC, Burlington, VT, regarding federal and congressional support for expansion of music education programming, including for people with developmental and intellectual disabilities.

Mayer Brown LLP, Washington, D.C., registered Aug. 19, 2016 for Repsol USA, The Woodlands, TX, regarding energy issues relating to oil and gas.

American Federal Lobbying Firm, Washington, D.C., registered Aug. 18, 2016 for United States Real Estate Development Company, Washington, D.C., regarding obtaining free land from the U.S. Government to build new residential and commercial properties like shopping malls, condominiums, townhouse villages, hotels, retail stores, resorts, hospitals, department stores shopping center, movie theaters, stadiums, supermarkets, furniture stores, etc.

Foley & Lardner LLP, Washington, D.C., registered Aug. 18, 2016 for Worldwide Innovations & Technologies, Inc., Overland Park, KS, to increase awareness and understanding of radiation protection products.

Linchpin Strategies, LLC, Washington, D.C., registered Aug. 17, 2016 for National Head Start Association, Alexandria, VA, regarding education, Head Start funding provisions, and Labor/HHS appropriations.

Thorn Run Partners, Washington, D.C., registered Aug. 17, 2016 for American Psychiatric Association, Arlington, VA, regarding general health care, Medicare and Medicaid issues related to mental health.

Alston & Bird LLP, Washington, D.C., registered Aug. 15, 2016 for Nokia Solutions and Networks US LLC, Irving, TX, regarding policy issues relating to Section 337 cases at the International Trade Commission.

#### SEARCH ENGINE OPTIMIZATION



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

While we specialize in search engine marketing, we are more than just an SEO firm. We blend a variety of marketing tactics to maximize the effectiveness and return on investment of search engine campaigns.

We excel in non-traditional search marketing environments where the next steps are rarely obvious and there are not any existing models to copy or fall back on.

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#### MEDIA & SPEAKER TRAINING



#### Your Presentation & **Media Training Solution**

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

BE PREPARED! Impact Communications trains your spokespeople to successfully communicate critical messages to your targeted audiences during print, television, and radio news interviews. Your customized workshops are issue-driven and role-play based. Videotaping/ critiquing. Groups/privately. Faceto-face/telephone interviews/news conferences. Private label seminars for public relations agencies.

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#### WEBSITE DEVELOPMENT



At Point, Inc., P.O. Box 361, Roseland, NJ 07068. 973/324-0866; fax: 973/324-0778. services@atpoint.com; www.atpoint.com. Mick Gyure.

At Point provides the services of developing websites and managing the Internet operations of businesses, both small and large, that do not have the experience or the resources in-house to perform these functions.

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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:

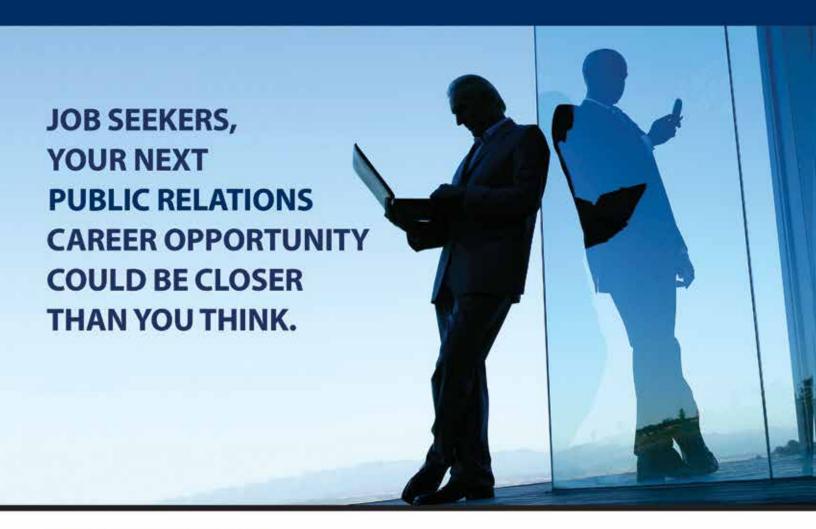
January, PR Buver's Guide/Crisis Comms. February, Environ. PR & Public Affairs March, Food & Beverage April, Broadcast Media Services May, PR Firm Rankings June, Multicultural/Diversity July, Travel & Tourism August, Prof. Svcs. & Financial/I September, Beauty/Fashion & Lifestyle October, Healthcare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



Contact magazine editor Jon Gingerich to profile your firm in an upcoming issue: jon.gingerich@odwyerpr.com

December, Sports & Entertainment

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