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THE FASHION, BEAUTY & LIFESTYLE ISSUE





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# A bridge too far will burn before we get there

**P**eople generally don't admit they were wrong. If you disagree with this truism, ask yourself: how many of your left-leaning friends who refused to vote for Clinton because "both candidates are the same" have since expressed a change of heart? That's what I thought.

There isn't a subject today that can't be subsumed by partisanship. We live in an age where we're so bound to our political commitments, that seldom little is viewed on its own terms without considering the fragile social identities we've curated for ourselves. So, when the shortcomings of someone's world views are brought to light, good luck expecting anything in the way of a concession, let alone a reasoned response.

The Republican Party, which has a habit of lauding Trump during those fleeting moments when he offers a "presidential" gesture, are more often stuck in the unenviable position of being forced to repudiate him each and every time he opens his mouth and says something idiotic. Never did I imagine I'd see the day where Mitt Romney, Marco Rubio, John McCain, Mitch McConnell and the Bushes Sr. and Jr. (and even Orin Hatch) would become voices of reason in the room, as they were in response to Trump's stupefying inability to rebuke Nazis and the KKK when a white nationalist-led protest turned tragic in Charlottesville, Virginia. But here we are.

He's given them a lot of material this summer, from his recent pardon of former Arizona sheriff Joe Arpaio, to his threats of shutting down the government in response to Congress' refusal to pay for his border wall, to his Kim Jong-un parody act to meet North Korea with "fire and fury," to his decision to end the Deferred Action for Childhood Arrivals program or to cut off vital payments to health insurance companies. There were his numerous attacks on federal judges and the media, and his penchant to insult even his most ardent supporters on Twitter. Then there's the general air of toxicity he brings to the White House, where staff turnover now resembles third shift of a Waffle House.

It isn't simply that Trump is impulsive, egotistical, intellectually incurious or a compulsive liar. It isn't just that his words and behavior are so repulsive his entire business advisory council abandoned him. The real problem for the GOP is that Trump has failed to deliver on his promises to those who put him in the White House, and indeed, has failed virtually every presidential test presented to him. Ever since he began campaigning two years ago, the million-dollar question has always been: what's a bridge too far? How far will the rule-of-law be bent, how many bridges will be burned until Republicans finally decide that enough is enough?

The issue presents a paradox. Short term, it could be argued that the President's penchant for chaos has benefitted no one as much as the Republican Party. Trump has galvanized a fringe element of voters who've ensured the GOP's legislative agenda occupies Congress for the time being, so it's little wonder why Republicans have begrudgingly stood by him. And in the unlikely event that Trump is booted out — if either the 25th is invoked or if Mueller's investigation discovers the mother of all smoking guns — well, Pence is in. You could make the case that the Republican Party wins either way.

The problem, however, is that Trump has empowered Congressional Republicans at the peril of their own party. He remains popular among his base because he's America's ID; his core supporters feel validated, finally given a pulpit in a system they presume is rigged against them; he affirms every belief they hold dear — be it on the media, immigrants, terrorism or political correctness — so they won't concede what are obvious flaws in his character or admit that the constant dysfunction in the White House is anything other than normal. Trump's inability to act anything remotely resembling "presidential" is precisely why they voted for him in the first place.

The fact that Trump's followers view lying and sandbox braggadocio as virtues underscores the irreconcilable rift that's grown between the White House and Congress. Few conservatives recognize their own party anymore; they've seen the GOP become a haven for white supremacists and are witnessing the highest office in the free world devolve into an operation so morally bankrupt that publicly trash-talking the Senate Majority Leader or the Attorney General purely for ratings is now on the menu of acceptable political strategies. Their only options at this point are to distance themselves from the President at the expense of potentially being hammered in next year's congressional elections, or to continue averting their eyes from what is clearly a crisis of leadership at the expense of their own credibility and the future of the country. The spectacle they created is now burning down their house.

Facts are dispensable casualties when our identities are on the line, so it stretches credulity to expect that those who voted for Trump would come to their senses and express sudden regret over the man they put in the White House. It's a fool's paradise; who better to lead them than someone who eats well-done steak with ketchup and wears a baseball cap with a suit? Let's hope it's a different story for our Republican leaders. They're the only hope we have at this point from keeping Trump from doing something truly dangerous. ○

— Jon Gingerich

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# Americans divided on what constitutes 'fake news'

A recent study discovered that many Americans believe a news story is "fake" simply if they disagree with its politics.

By Jon Gingerich

Americans appear united in their concerns regarding the fake news phenomenon, but disagree pointedly on what constitutes "fake news" and how they determine whether or not a news report is bogus, according to a recent study on Americans' perceptions of media bias and trustworthiness released by San Francisco-based tech PR firm Bospar.

According to Bospar's Fake News study, Americans remain more or less in agreement on the potential dangers of fake news, with about half — 49 percent — claiming that trust in mainstream media will continue to erode if fake news continues at its current levels unchecked, and nearly the same number — 47 percent — claiming the government hasn't been effective in investigating and curbing the practice.

However, many Americans seem confused about what the "fake news" label means, with 36 percent of those polled claiming that the perceived political views of the source determine whether they deem

an article "fake" or not. More than half — 57 percent — claimed that fake news is simply misinformation deliberately created by a mainstream news outlet. 19 percent said they consider any negative coverage of President Trump to be fake news, and nearly the same number — 15 percent — claimed that any positive coverage of the President is fake.

Partisanship seems to be a reliable indicator regarding what media outlets Americans trust and which ones will provoke their incredulity. Nearly two-thirds — 62 percent — of Democrats consider CNN a trustworthy source, while only 22 percent of Republicans do. More than half — 57 percent — of Democrats consider the *New York Times* to be a trustworthy news source, while only 20 percent of Republicans agree. On the other hand, 53 percent of Republicans consider Fox News trustworthy, compared to only 29 percent of Democrats.

However, Republicans appear far more inclined to believe that the political persua-

sion of a media outlet determines whether or not something is "fake news": 44 percent of Republicans claimed that the political views of the source are an indicator of whether or not something is spurious, compared to only 36 percent of Democrats who believe this.

Republicans were also far more likely than Democrats to hold the position that "fake news" simply means misinformation that's deliberately manufactured by a mainstream news outlet (74 percent, versus 46 percent). Incredibly, while relatively few Americans consider Donald Trump's Twitter feed to be a reliable news source, the study found that 21 percent of Republicans actually said they find Trump's tweets trustworthy — compared to only four percent of Democrats who believe this — meaning that Republicans, statistically, trust Trump's tweets more than they trust reporting from the *New York Times*.

Of those polled, 20 percent — or one-in-five Americans — said they no longer consider any news sources trustworthy. ○

## PR industry growth declined in 2016

By Jon Gingerich

U.S. PR agencies grew by an average of just 4.8 percent in 2016 — or about \$33.7 million — which is down about 1.8 percent from average growth of 6.6 percent in 2015 and accounts for a 3 percent decline from 7.8 percent average growth in 2015, according to an annual survey of North American PR agencies conducted by Gould+Partners.

Firms with annual net revenues below \$3 million averaged \$1.51 million in net revenue growth (or about 7.3 percent) in 2016, according to the survey. Firms with between \$3-10 million in annual net revenues fared the worst, dipping about 1.4 percent to an average of \$6.02 million in net revenue growth. Firms with between \$10 million and \$25 million averaged about \$14.97 million in revenue growth (or 8.1 percent), and firms boasting more than \$25 million in annual net revenues averaged about \$162 million in growth (or 4.8 percent).

Industry growth appeared to be strongest in Canada, which boasted average net revenue gains of 21.8 percent, or \$15.2 million. Growth was also strong in Northern California (14.7 percent), the U.S. Southeast (6.9 percent) and Washington D.C. and its suburbs (5.4 percent). Growth gauged lowest in Southern California, where average annual net revenues gains were only .1 percent, or \$8 million. ○

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# Internet news sites seen as least trustworthy

*The Economist* was ranked the most trusted media source in the U.S., according to a report on news credibility, while web-based outlets — leaning both left and right — ranked last.

By Jon Gingerich

Americans' political leanings are likely indicators of what news outlets they'll follow, as well as their general attitudes toward the press and the likelihood that they'll financially support a news organization, according to a recent report published by the Reynolds Journalism Institute at the University of Missouri.

But there's one thing Americans seem to agree on across demographics and political leanings: web-based news outlets, regardless of whether they lean conservative or liberal, account for the least trusted organizations in media today.

The Reynolds Journalism Institute report, which sought to understand Americans' views of the news and what media organizations they support financially, yielded some telling findings regarding what outlets Americans are likely to trust and support based on age, race, gender and political de-

mographics.

The report was derived from findings supplied by 28 partner newsrooms across the U.S. who separately asked their respective audiences to tell them which news brands they find trustworthy. Respondents, who were supplied with an open-ended questionnaire, were allowed to list three news sources they typically trust and three sources they don't trust.

International affairs mainstay *The Economist* won the honor of being the most trusted news source among Americans. That UK-based weekly magazine, which launched in 1843, beat out public television, international news agency Reuters and public service broadcaster BBC, which were cited as Americans' second, third and fourth most trusted news sources, respectively.

Publicly funded media groups NPR and PBS took fifth and sixth place, while Brit-

ish daily newspaper *The Guardian* filled the seventh spot. News Corp.-owned *Wall Street Journal*, *Los Angeles Times* and the *Dallas Morning News* completed the top 10 list of most trusted news organizations among Americans.

Somewhere in the middle were the *Washington Post*, the *New York Times* and *USA Today*, which came in at the 15th, 19th and 20th most trusted sources, respectively.

Last place went to left-leaning advocacy group Occupy Democrats, which was cited as the least trusted news organization among Americans. Millennial-focused online news and entertainment site BuzzFeed won second-least trusted site, followed by conservative blog Breitbart. Social media overall took fourth-least trusted spot, followed by President Trump. Incredibly, Trump was beaten by conspiracy theorist Alex Jones' Infowars site, which took the sixth spot. Yahoo, the Internet, the Huffington Post and Glenn Beck's The Blaze rounded out the top 10 least-trusted news outlets.

In other words, barring President Trump, each of the least trusted news sources in the U.S. is a digital publisher.

The report found that those identifying as liberals cited the *New York Times*, NPR and the *Washington Post* as the most trusted news sources. Those labeling themselves as conservatives, on the other hand, trusted Fox News more than any other outlet.

More than two-thirds of respondents said they pay for at least one news source. Older respondents were far more likely to declare doing so than younger adults. White respondents were also more likely to trust the media and to pay for news services than nonwhite respondents.

Finally, the report also found that self-described liberal respondents tended to exhibit more trust toward media outlets — and to pay for them — than conservative respondents. For that reason, the report's participants most likely skew somewhat left of center, as 67.3 percent of responses came from those who rated themselves likely or very likely to trust the news, with the remaining 32.7 percent claiming they're unlikely or very unlikely to trust the news.

The report also acknowledged that due to the number of newsrooms participating in the study and an unbalanced participation of their readers, it's possible that a single newsroom with a high response rate could systematically bias the statistical analysis. ○

## Digital, social work still often outsourced

By Jon Gingerich

Client demands for digital, mobile, social media and online marketing services have grown markedly in recent years, yet a majority of small-to-medium sized U.S. PR agencies still don't possess the requisite in-house capabilities to offer their clients digital services, according to a new survey of PR agency CEOs released by mergers and acquisitions shop The Stevens Group.

More than 40 percent of CEOs claim that between 10 and 25 percent of their PR firm's overall client work is now dedicated to digital services. However, more than half — 55 percent — of agencies making \$4 million and less in annual net revenue said they don't currently have the in-house capabilities needed to keep up with client demands for digital, mobile, social media and online marketing work.

The survey found that only a third of responding agencies employed more than 10 percent of their staff on a full-time basis to focus solely on digital, with one in four agencies staffing between 25 and 50 percent of their employees full-time to handle social media, digital or interactive duties.

More than a third of all agency CEOs surveyed — 32 percent — said their digital needs are currently being met by an outside pool of freelance talent from which they can draw on when the need arises. About eight percent admitted to scrambling to find tal-

ent to fill staffing gaps when existing or new client needs arise.

"For PR agency CEOs looking to acquire a PR agency to deepen their existing portfolio of digital, mobile and social media and marketing services it begs the question," Rich Jachetti, Senior Partner at The Stevens Group, told *O'Dwyer's*. "Most every size PR firm claims to have a full slate of digital marketing capabilities. But do they really? Based on the findings of this survey it would appear most firms with revenues of \$4 million and under handle new media marketing assignments from clients mainly by outsourcing the work."

More than 53 percent of the CEOs polled said they plan to put more time and energy into recruiting staff with relevant digital marketing skills within the next two years and doing so was cited by CEOs as their single greatest priority in remaining competitive.

A vast majority of respondents — more than 71 percent — said they were confident their agency would be current on changing digital platforms within the next two years.

Stevens Group's survey polled CEOs of 800 U.S. PR agencies taken from TSG's database. Only approximately 10 percent of CEOs queried responded to the survey, and a majority of respondents came from agencies making under \$4 million in annual net revenue. ○



# Fashion, beauty agencies step onto their own runway

It used to be standard for PR professionals to operate firmly behind the scenes. However, this invisibility can come at a cost to opportunities for thought leadership, discovery and an enhanced online presence that are metrics of success in our digital world.

By Crosby Noricks

Just last week I received an email from the VP of a top fashion PR agency who declined to be featured on PR Couture, referring to himself as “one of those PR people who prefers to stay out of the spotlight.”

While there’s something to be said for keeping the focus on one’s clients and not the practitioner in the wings, this perspective dismisses the opportunity for discovery, thought leadership and professional growth currently available to agencies and individuals who invest in strategies that reinforce expertise, articulate differentiation and showcase personality, culture, tone and aesthetic.

There’s perhaps no public relations niche that has undergone quite as significant a transformation when it comes to transparency and access online than those operating in the fashion, beauty and lifestyle sectors. Over the more than ten years since establishing what has evolved into the quintessential online platform for these practitioners to learn, connect, share insights — and most recently, be recognized and celebrated for their accomplishments through the establishment of PR Couture’s own Bespoke Communication Awards — there’s been a shift not only in online accessibility, but mindset. The propensity to hold one’s cards behind a bulletproof vest has, in many cases, given way to a more trusting, shared information model that values collaboration over competition.

Today’s firms are scrutinized by prospects, in large part due to their online presence. After all, it is a hard sell that you are the right ones to be advising on a brand’s communication strategy if it isn’t clear that you are “walking the walk” across your own channels. The trends outlined below demonstrate how some of the most innovative agencies in the space (all winners of the 2017 BCAs) have committed to ongoing evolution as well as embraced the value of coming out from behind the curtain to stand visibly front and center, confidently communicating their vast and varied expertise.

## Trend: dropping the “PR”

As the communications landscape shifts, agencies have been challenged to clarify their worth, particularly with regard to digital and social expertise, but also brand development, licensing, talent management and sales.

For Janna Meyrowitz-Turner, a recent rebrand at her company’s 10-year mark from Style House PR to Style House Co marked an articulation of the agency’s broad scope of services, beyond the traditional print media relations that formed the core of the firm’s earlier work. As Meyrowitz-Turner explains, Style House Co communicates, “a more modern and ubiquitously clearer definition of our role as reputation managers from a 360-degree perspective that seeks to enhance every touch point our clients have with their public, both online and offline.” She also notes the long-standing confusion for many brands about what exactly PR is, and what a PR agency does, noting that “Instead of lamenting that our clients don’t understand PR, we decided the onus was on us to provide our own definition. We’re redefining what we do as holistic brand reputation management.”

At Be Social, the firm’s focus has always been digital and now also includes an influencer talent management division, Be Social Talent. Founder Ali Grant explains that “Our decision to drop the “PR” was simply that it was limiting prospective clientele from understanding our full scope of capabilities.”

## Trend: embracing a web presence

A few years ago, it seemed as though every boutique fashion PR firm was using the same color of pink. Thankfully, the trend seems to be shifting toward more ownable brand identities, which is an important means to achieve sustainable differentiation. For the aforementioned Be Social’s (who won “Best Agency Digital Presence” at PR Couture’s Bespoke Communication Awards earlier in the spring), Instagram in particular has been a huge asset for boosting agency awareness.

Grant shares that while most inquiries come from referrals, “We’re one of the few agencies with a strong social following and engagement, and one of the ways brands hear about us or recognize our name through the RFP process. Our sizable following is because our work is so heavily influencer-focused and based on long-standing digital relationships, which showcases our strength in that area.”

It’s not all Instagram and Twitter chats however. Savvy pros are also beginning to play with new levels of transparency and access through different video channels. PR Couture recently partnered with WhatRU-

Wearing on PRGirl, an original reality web show set to debut in October. The show follows Alex Moresco, a 24-year old entertainment publicist, full-time graduate student and Lyme Disease advocate over the course of, as she puts it, “one helluva summer.”

New York fashion PR firm AMP3 launched #Amplified, a video series that provides free PR and social media tips aimed at emerging and established brands. Co-founder Alyson Roy explains that “Video is a great medium for sharing our expertise and showing our personalities, in an easily sharable and digestible format that can be utilized across all platforms.”



Crosby Noricks

## Trend: mentoring the next generation

Most public relations undergraduate programs do not consider the fashion, beauty and lifestyle sectors. For new practitioners, this lack of information and relevant coursework combines with an industry notoriously bereft of mentorship to often result in “Devil Wears Prada”-style trial by fire initiations that leave both managers and entry-level talent frustrated. This has shifted in recent years, however, and there are now a handful of opportunities outside the traditional classroom for those interested in our space. Fashion PR Confidential provides a two-day NYC immersion, complete with editor and influencer guest speakers and an agency speed-dating round. For those unable to attend an in-person workshop, the PR Couture course PRISM offers both a live and self-study means to get a virtual education in personal branding, essential PR skills, and career planning to help facilitate the process of breaking into the industry.

The aforementioned AMP3 PR also launched CAMP3 this year, a one-day, complimentary fashion PR bootcamp for 10 young professionals who applied for the opportunity. Co-Founder Alyson Roy explains, “There is a cut-throat stigma associated with fashion PR, so at AMP3, we make educating and inspiring the next generation a priority. Our agency relies on a strong mix of industry veterans and newcomers with the belief that we all have something of value to learn from each other — and with

— Continued on page 15



# What to do when it's your turn to be interviewed

How prepared are you for an on-camera interview?

By Judah S. Harris

**D**o you need to appear in a video interview to promote your company, organization, or service?

We've all seen countless people who've been interviewed on video, from the news, to documentaries or promotional films. Sometimes they speak for seconds, or they might go on for a few minutes. There are even longer presentations that are symposiums or conference-based, or that enter the realm of educational training. The classic TED Talks are 18 minutes — though sometimes less than 10 — if that's what the speaker opts for. They're on video, but we can't call them interviews. That is more about public speaking. Certainly, the interview opportunity and public speaking are very closely related. But the expectations, the preparation and the level of control are substantively different.

I've been interviewed on video and have also been a guest on radio shows. In my professional work, I've interviewed known and lesser-known people for my film projects. As an interviewer, I prepare for all my interviews and take time to direct the subject who will be featured, before the camera starts to roll and between takes. I'd like to give a number of general tips to make the video interview more successful for you when it's your turn to speak.

First, do you know why you are being interviewed?

Know the intended purpose of the video, where it will be seen, and why you're the person being asked to appear on camera (even if you made the decision, or even if other people will also appear).

Think not only about what you want to say, but also what the viewers might want to hear (that's a major oft-repeated PR rule) — and connect the two as seamlessly as possible. Stick to your message, but "hear" the intended audience's possible thoughts and comments. Of course, try to anticipate some of the common questions that are out there. Those questions may change based on the subject you're discussing or the timing of the video's release (trending topics of interest can fluctuate over one or two days, weeks, or even longer depending on the industry).

For more natural (and believable) presentation, forgo memorizing your entire text. Memorize only the organization of select ideas and specific key words that must be incorporated. Do memorize — or plan — your pauses. They need to be there in

the right places. Listeners are more a part of the conversation when pauses are present.

If you're being interviewed, there's going to be an interviewer — either on camera with you, or just prompting the questions. Let that person lead the way. Refrain from answering before the question has been fully heard or absorbed. After a radio interview once — when I was discussing one of my photography projects — the seasoned host pointed out that I jumped in too hastily at times, all ready with the answers that I wanted to give. (I was still invited to be back on the show a second time!)

How are you doing on camera? Even if you're not offered, ask for some direction from the interviewer (or producer). Gauge how your message sounds to others who are not as closely familiar with what you want to say and the specific subjects you regularly speak about. Is it interesting, believable, and clearly understood? Ask for a candid response from those around you.




It all starts before the camera and audio equipment appear. Prepare before you get on camera. Except for circumstances where you have no advance warning, it's best to allow some preparation time for a video interview by practicing your message and your presentation style. If being

interviewed on video is new to you, ask for an observer to watch and offer general feedback. Don't over-practice, though, for interviews — and remember not to memorize, to assure a more natural presence (one trick is to have the observer throw out a few different types of questions to prompt different responses).

After the video interview is released, you'll have a chance to review your presentation. Learn from it, but also grasp that we're often overly-sensitive to things and may be too close — and not used to seeing ourselves on camera — to properly assess how we did. We might also miss things that should be tapered for next time. Once you get comfortable with being interviewed there will definitely be a next time. And then comes the challenge of keeping it new and fresh, strengthening our listening skills to really hear the questions posed to us, and accepting the challenge of sharing our information in new ways.

Video interviews are usually good marketing tools. If an outside media outlet initiated, you'll have a finished clip to use for your promotional purposes. If you are commissioning, you can use video interviews to improve your website, or for presentation at meetings or large-audience live events where the audience is right there in the room (or watching via a live stream). Combine your interviews with B-roll (footage of activities, programs, product or other scenes that relate to your topic) to showcase your message in a storytelling manner. If the interview is good it really can be utilized in a number of strategic ways, even internally. It's important to assess your archive periodically. We've all perused Media tabs on websites and seen, at times, that the latest entries are long ago. That sends a wrong message. The addition of even a couple of new clips can fill in that space nicely.

*Judah S. Harris is a photographer, filmmaker, speaker and writer. He interviews people on camera and works closely with event, communications, and marketing teams to create video for live or online presentation. Connect: (718) 380-7945 or [bitly.com/jsh-photo-video](http://bitly.com/jsh-photo-video).* 



Judah S. Harris



# The rise of digital celebrities

**Celebrities have always played a key role in the marketing landscape. But companies eager to tap into social media channels are now making a conscious shift to include influencers in their online marketing plans, with the fashion and beauty industries leading the charge.**

By Nadia Duwaik

For years, companies scouted out the world's most recognizable stars to take part in their marketing campaigns, with many forking over millions to use their name and likeness for endorsements and brand growth. Within the past decade, however, the rise of social media has had an immense impact on the current marketing landscape.

In 2015, Bloomberg announced that Americans now spend more time on social media apps than TV. Social media channels and video platforms have grown in popularity with substantially large user and fan bases, bringing to light a whole new vertical of marketing possibilities. With some channels and profiles raking in millions of views and followers — more than most brand pages — companies are eager for a way to tap into this market. Companies are taking notice and are now turning to influencers, or social media stars, to produce exceptional levels of engagement for online marketing campaigns.

The fashion and beauty industry are leading the charge with influencers, and most have a keen understanding of how this strategy works for product marketing campaigns. This year, Fashion and Beauty Monitor stated that 57 percent of companies in these sectors use influencers as part of their marketing mix. An additional 21 percent are also planning to add this strategy to their campaigns in the next year, and it looks like the use of influencer marketing for companies will only grow from here.

Let's take a closer look at why companies are making a conscious shift to include influencers in their marketing plans, and how it's not only beneficial to the brand but also more cost effective than traditional celebrity endorsements.

## People trust real people

Before influencers, celebrities were key to brand exposure and reaching the consumer in a more personal way. However, as the marketing landscape changed so did consumer interest.

According to a 2015 Nielsen's Global Trust in Advertising Report, more than eight-in-10 global respondents (83 percent) say they completely or somewhat trust the recommendations of friends and family. The fact that most of our favorite celebrities have on-call hair dressers, makeup artists, nannies, chefs, trainers and the like makes them less relatable than an influencer living a life

like ours. When it comes to trustworthiness and relatability, influencers take the cake over traditional celebrity endorsements.

A great example is L'Oreal Paris UK, an internationally well-known beauty brand, which in late 2016, announced it was signing on five beauty influencers to create its own "beauty squad." According to an interview the brand's UK general manager Adrien Koskas states she hopes to "shift the industry towards something that is more genuine." When asked what the strategic thinking was behind this move, Koskas said, "It was quite natural for us to move in this direction as consumers are really changing the way they interact with brands and are very engaged on social media."

One of the leading industries utilizing influencers as celebrities is beauty. In 2015, BECCA Cosmetics, a full range make-up, cosmetic and beauty product line, partnered with makeup artist turned social media influencer Jaclyn Hill to launch a limited-edition highlighter called "Champagne Pop."

Jacklyn Hill's professional makeup artist background — with more than three million YouTube subscribers and a loyal fan base — made her an ideal influencer for BECCA's campaign and proved how successful it can be to work with influencers. So successful, in fact, that it broke Sephora's record to become the store's most-purchased product on its first day of release alone.

## Digital content is king

Influencers provide items that most celebrities cannot, digital content. Ever since YouTube, Instagram and blogging came to prominence, online content has been a large part of the web-surfing experience for many people. Social media is now more important than ever when it comes to marketing a brand's products and services. YouTubers, for example, are leading the way to create digital content that is both easily digestible and fun to watch — unlike many traditional brand advertisements.

Digital content produced by influencers is not only beneficial for the brand's product development but also provides and supports their online presence and can be repurposed for future marketing and advertisement campaigns.

When it comes to the beauty industry, nothing attracts consumers more than a review video, or how-to tutorial from their fa-

vorite beauty guru or influencer and major brands are taking notice. As Koskas of L'Oreal Paris states, "First, we'll make sure all five girls are as involved as possible. Obviously, we want to create a lot of content for our consumers, to help consumers find what they're looking for online in terms of beauty advice. Our event strategy is also becoming critical to us. They will attend big events such as Paris Fashion Week, so they can share their experience with the rest of the world and give their followers and our fans a behind-the-scenes or front-row view."

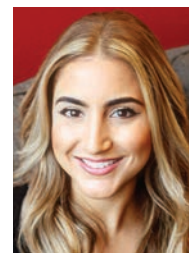
## A win-win situation

An influencer's popularity is based on how well they connect with their audience and fan base. Although most celebrities carry an impressive amount of social media followers, the core of them may not be your target audience. Additionally, when taking a deeper dive into their analytics, most celebrity profiles are lacking in engagement and conversation, making them less ideal for a social media campaign.

Most influencers have a specific niche they attract to their platforms, which may align perfectly with a brand's demographic. These influencers also have a loyal fan base across multiple channels that they engage with regularly and who look to them for truthful, unfiltered advice and reviews. At times, these influencers may even have a larger, more engaged social media following than the companies themselves.

When it comes to working with an influencer, the benefit of collaborating goes both ways. Companies can work with influencers to tap into an audience they otherwise do not have access to or lack brand loyalty and product knowledge with. However, on the contrary, it also helps build the credibility of the influencer to have a household brand name using their expertise and social platform to share their product message. Working off each other's following and national credibility makes it a more beneficial and successful relationship overall.

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Nadia Duwaik



# Evolution of lifestyle PR: step up, and enjoy the ride

For lifestyle PR to be effective today, practitioners must lead with audience-centric strategies that meet consumers on the platforms they use, when they use them, with strong storytelling at its core.

By Maggie O'Neill

Communicating and remaining relevant to both the Me Generation and Generation Me — not to mention everyone in between — has resulted in an evolution in the world of lifestyle PR. For the first time, communicators must prioritize audience and user journey above brand messaging, while taking into consideration the constant growth of influence in a typical consumer's day-to-day.

Here are six ways lifestyle PR has changed, and the ride is just getting started:

## Audience first

Historically, lifestyle PR led with a message the brand wanted to convey and one that was usually targeted to one very specific audience. Today, that audience is not only more diverse, but more influential in brand interactions.

Understanding the consumer journey and where/how they experience a particular brand is a critical piece of the evolution of lifestyle PR. Communications practitioners must use qualitative and quantitative data to understand their target audiences and all of the nuances that come with each group. Audience-first communications must communicate with consumers on the platforms that they choose, and speak to them in ways that they will best receive information, and not vice versa.

## Roles are rolling

The days of writing and distributing press releases are over. Today's news content is multimedia and includes video, interactive infographics, and is optimized for search. That means the role of the lifestyle PR practitioner is rolling along with the times. It has evolved from smiling and dialing reporters with a product announcement to integrated campaigns that extend the product lifecycle.

Today's lifestyle PR practitioners are experiential events experts, digital thought leadership and social media savants and masters of content and storytelling across paid, owned and earned channels. What's more, unlike any other point in history, the role of the lifestyle PR practitioner must take into account the political climate and what it means for brands. It's fair to say that lifestyle PR practitioners have always been jacks of all trades, but today's toolbox is bigger than ever.

## The digital stakes getting higher

It's now essential for any brand looking to connect with target consumers to un-

derstand and execute on channels outside of traditional PR. Both agencies and brands alike are looking to up their game in the digital sphere with specialists from data scientists to creative directors and from digital strategists to back-end programmers.

But, it's not enough to just bring specialists onboard. Everyone working in lifestyle PR should have a digital mindset across all that they do, much like they do in their normal, everyday lives. To reach consumers, practitioners must communicate to them on the digital channels where they live, work and play.

The digital mindset is critical to creating campaigns and strategies that will drive brand awareness, loyalty and sales across the paid, owned and earned spectrum. Brands and agencies that don't apply a digital mindset are destined to be left behind.

## Influence in flux

Influence in lifestyle PR used to come from a few powerful names in the editorial world that could sink or save a brand with one article. Today, influence is more dynamic, more complex and very digital. Digital influencers now carry more sway than many traditional reporters. But the core of lifestyle PR is still all about relationships.

This new relationship is more focused on creating content alongside brands that is relevant, engaging and not necessarily brand forward. Influencers have taken the elusive WOM and made it a tangible reality across digital platforms. Influencers also offer up an opportunity for integration across paid, shared and earned media that can amplify brand voice and add impact to communications initiatives.

## Generational whiplash

Just when we thought we might be getting a handle on Millennials, the spending power and brand influence of Gen Z is moving front and center. At the same time, brands cannot afford to ignore Gen X, Boomers and the Silent Generation. Multiple influential generations, different ways in which each wants to be communicated with, and the power of influence across the spectrum is giving communications professionals a bit of generational whiplash.

Lifestyle communications professionals must be able to create targeted messages that are flexible to shift as generations demand and work across all platforms.


## Retail redo

Amazon's purchase of Whole Foods is

driving the retail world to face yet another redo in how we think about consumers and their interactions with brands. Whether online or offline, lifestyle brands must find a way to grab the shorter attention spans of consumers today, offer a seamless shopping experience, and capitalize on the proliferation of mobile.

It's essential that an offline retail experience offer something different than what a consumer can find on Amazon, and it remains critical that an online experience do the same. All of this has implications for PR. Product cycles are shorter, consumer touchpoints are multiplying, and patience for both product and story is waning.

From approach, to the evolving marketplace, to how information is consumed, there are many things lifestyle PR practitioners must keep in mind when communicating today. The positive spin on all of this is that at its core, all of these changes can be both driven and managed by strategic storytelling. And that is what lifestyle PR has been since its inception. So, step up and enjoy the ride.

Maggie O'Neill is Partner and Managing Director at Peppercomm. 



Maggie O'Neill

## PR news brief

### Kushner Cos. hires Finsbury

The family real estate business of Jared Kushner, Donald Trump's son-in-law and advisor, has hired Finsbury, the crisis communications savvy firm owned by WPP.

Bloomberg reports that Kushner Cos. hiring of Finsbury comes as federal prosecutors probe the financing of some of its properties.

Eric Wachter, Harvard Law School grad who joined Finsbury as VP in Washington last year, is handling the Kushner business.

According to LinkedIn, Wachter specializes in crisis/issues management, litigation, government investigations, public policy and regulatory matters.

Prior to Finsbury, he did a one-year stint as associate regional director for the Anti-Defamation League and worked for 11 years as associate at King & Spalding.

Kushner Cos. parted ways with Risa Heller Communications, which is headed by the former aide to New York Senator Chuck Schumer and ex-Governor David Patterson, last week.

Risa Heller also helped Ivanka Trump promote her self-help book, "Women Who Work."

# Tech advances in stylish travel gear

Vacations lasting longer than two weeks require special accoutrements to fit clothing and essentials into luggage and still save space for souvenirs. Certain trips could require specialized gear such as hiking boots, skis and parkas that also take up space. Fashionable travel luggage and accessories are focusing on becoming more tech-centered to meet efficient traveling and space-saving demands.

By Adrienne Jordan

Luggage is one of the key fashionable accessories when beginning to pack for a vacation. There have been a number of brands that have unveiled stylish, tech-centered pieces to attract the demands of today's gadget-prone traveler. For example, the G-RO is a luxury carry-on suitcase with features like a state-of-the-art GPS Tile Slim Bluetooth luggage tracker; portable electronic charging station supporting up to 4 devices; and 2 built-in USB outlets with internal bag wiring.

"We knew we had to add more winning features to make G-RO the best possible bag for commuters, meaning more durable, economic and functional," said Netta Shalgi, Designer and Co-Founder. "Instead of weighing every bag down with features someone might not need, we developed an optional electronic module. It includes a Proximity detector, location tracker, international power outlet for your laptop and a battery strong enough to charge your smart phone up to 4x."

There are many brands on the market featuring smart, fashion-forward luggage that include similar tech features. Genius Pack's 21" Hardside Spinner Carry On features a 100 percent crush-proof design while being extremely lightweight (and if you crush or squeeze it, it will bounce back to its original shape). The bag is designed so you don't forget anything, featuring built-in labels and compartments. The Adiamo IQ smart luggage has a removable battery, mobile WiFi hotspot and a built-in scale to eliminate baggage fees, while the Delsey Pluggage has an overload indicator built in to avoid overweight surprises at the airport.

Sporty types of travelers may choose to carry trendy backpacks that come with bells and whistles, or space saving attributes.

Take Peak Design's Everyday Backpack.

"The Everyday Backpack features fast access to all internal parts of the bag via dual weatherproof zippers and no-look, one-handed, patented MagLatch top hatch closure," said Peak Design Marketing Director Adam Saraceno. "Internal, endlessly configurable FlexFold dividers protect and organize tech and daily carry, and internally padded accessory pockets keep your small things in check. Long haul travelers will appreciate the bag's integrated luggage strap for easy secure roller-top carry, concealed external passport and travel document pocket and externally accessed 15" padded laptop sleeve."



G-RO's line of luxury carry-on luggage.

STM Goods' Haven backpack offers high-level tech protection. It's designed for a 15" laptop, and features SlingTech protection, external access, and is suspended off the floor of the bag for extra protection. STM's proprietary Cable Ready routing system utilizes purpose-built pockets, ports between sections, and an internal cable management system that stores your devices and allows you to readily access and charge your devices while on the go.

Inside the tech centered luggage world is also a demand for space saving products.

"The market for travel bags is crowded with many options for consumers to pack their clothes, but at GreatUsefulStuff.com, we recognized a lack of organizing bags available for portable technology," said Jeff Block, Founder of GreatUsefulStuff.com. "These days, virtually everyone travels with at least 2-5 tech gadgets and each gadget has a charging cord, in addition to earbuds and other accessories. I have found from personal experience, it is essential to keep tech gadgets organized while traveling or else you are bound to leave things behind."

Block's inspiration for the TechAway Travel Roll was forgetting his phone charger in multiple hotel rooms, so he designed his organizer with mesh windows so you can see which cords are in there and which ones you need to get. His Travel Media Pouch was designed to be a slim profile organizer to hold all the small tech gadgets like iPods, Kindles, small Pads and their charging cords, that you might want to use on a flight in one place, so you can just grab one bag out of your carry-on to have access to all your in-flight entertaining necessities.

Saving time while unpacking is also a huge value for frequent travelers. "The large Stow-N-Go Portable Luggage System has three 17.7 inch-wide by 11.8 inch-deep shelves that are large enough to hold shirts, pants, dresses, undergarments and more when neatly folded," said Brendan Bauer, Co-Founder of Grand Fusion Housewares, which produces the Stow-N-Go Portable Luggage System.

tem.

When hanging in a closet, the Stow-N-Go is 25.2 inches high. But it compresses down to fit easily inside any standard 20-inch or larger carry-on suitcase. There's a patented zippered compartment at the bottom that's perfect for dirty clothes. There are two straps that easily clip in place and then cinch down to size keeping the shelves secured during travel and your clothing wrinkle free. The straps allow you to com-

— Continued on next page



# Ad watchdog goes after Goop

Truth in Advertising has filed a complaint with government regulators regarding marketing claims allegedly made by Gwyneth Paltrow's controversial lifestyle brand.

By Jon Gingerich

Consumer protection organization Truth in Advertising has filed a complaint with two California district attorneys regarding marketing claims allegedly made by Goop, the lifestyle brand and digital media property founded by actress Gwyneth Paltrow.

The non-profit claims that an investigation into Goop's marketing practices identified more than 50 instances in which the site made deceptive health and disease-treatment claims without reliable scientific substantiation, which TINA claims is in violation of the law.

According to TINA's investigation, this includes claims made by Goop that its products — or the third-party products it promotes — can “treat, cure, prevent, alleviate the symptoms of, or reduce the risk of developing a multitude of illnesses from depression and anxiety to infertility and arthritis.”

Initially launched by Paltrow in 2008 as a weekly newsletter, the Goop site refers to itself as “an indispensable resource for all who love to make, go, get, do, be and see,” and states that its mission is to “share all of life's positives.”

The site has been ensnared in controversy in recent years and excoriated by the press for its line of pseudoscientific “wellness” products, often accompanied by snake-oil grade claims made without scientific basis.

The Better Business Bureau's National Advertising Division last year launched an inquiry into Goop's unsubstantiated claims that the “Moon Juice” line of dietary supplements it promotes improves brain function.



Former NASA Chief Scientist Mark Shelhamer blasted Goop this year after the site promoted a line of wearable stickers purporting to improve the body's energy reserves, stickers that it claimed were “made with the same conductive carbon material NASA uses to line space suits so they can monitor an astronaut's vitals.” In

a statement, the aeronautics and aerospace agency said it did not use “any conductive carbon material lining” in its spacesuits. Shelhamer referred to Goop's claims as a “load of BS.”

TINA's filing with government regulators comes after an August letter the group sent to Goop as well as its celebrity founder, requesting corrective action to be taken against some of the marketing claims made on its site. TINA claims the complaint was filed after Goop made only limited changes to the allegedly objectionable content in question.

“For far too long, Goop has exploited consumers with a deceptive marketing campaign that prioritizes profits over women's health,” TINA.org Executive Director Bonnie Patten told *O'Dwyer's*. “It's time that the company's use of disease-treatment claims end, and Goop admits it has sold customers a bill of goods with no competent and reliable scientific evidence to substantiate its health-related advertising claims.”

Madison, Conn.-based Truth in Advertising, which was founded in 2010, is an online resource that aims to empower consumers against misleading, deceptive and fraudulent marketing practices.

The non-profit was recently behind court filings regarding allegedly deceptive claims made by pillow company MyPillow and Revlon's Almay cosmetics line. ○

## AGENCIES ON THEIR OWN RUNWAY

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CAMP3, we're offering up our combined expertise to those who will become the future of our industry.”

Our industry continues to be strengthened by those who put down the to-do list and invest in providing the future CEOs of our space with opportunities to learn, connect and grow, even before getting their first set of business cards.

**So, are you staying behind the curtain or embracing the spotlight?**

Nowadays, pressing your finger against a follow button, dropping your email address in a contact form, even attaching your resume to an application, is the currency of success; demonstrating enough gain to warrant a deepening of the relationship.

Agencies who understand, plan and test out these conversions across channels are

worth our collective curiosity; a new metric of success for a digital world.

*Crosby Noricks is Founder and Director of PR Couture, the leading sourcebook for fashion and lifestyle communicators. She's*

## TECH ADVANCES IN TRAVEL GEAR

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press your luggage, saving up to 30 percent of the available space in your suitcase.

“Pack-It organizers compresses your clothes inside your bag, so that you can easily pack in a carry-on and bring even more with you,” said Jessica Dodson, Brand Marketing Manager and Packing Expert of Eagle Creek's space-saving organizers. “It keeps everything organized by use or type of clothes, so that you know exactly where everything is. It's a life-saver on the road because it means quick access to whatever

*the author of Ready to Launch: The PR Couture Guide to Breaking into Fashion PR and teaches at San Diego State University in the Journalism and Media Studies department. ○*

er you're looking for, and quick unpacking and repacking into your hotel drawers.”

Fitting like a jig-saw puzzle inside your bag, Pack-It allows you to bring different types and sizes of organizers to pack for whatever your clothing and accessory needs are.

Another brand, Rule #5, offers line of Packing Cubes, which fits undergarments, sleepwear, and clothing into neat compartments inside the luggage. Each pouch has plenty of room to hold clothing and is labeled for easy access in your suitcase. Pouches Velcro together to hang securely on a hanger and the Front Mesh panels allow people to see what's inside. ○

# Should marketing companies outsource their services?

When outsourcing certain marketing services becomes the best solution to save costs, streamline workflow and improve ROI.

By Charles Dearing

Implementing marketing campaigns is tough work. Devising marketing plans is arduous enough without the additional difficulties created by clients who may not fully comprehend how or why certain marketing tactics should be employed. Seeing your plans through to the end, wherever that may be, can prove even more difficult.

Thankfully, in-house teams are in it for the long haul. They can help clients reach overarching goals by pooling together their talents over a long period of time, building up the company they work for and learning from each other as they go. But, in-house teams come at a high price. In order to acquire an entry-level SEO professional, you'll need to budget out, at the very least, \$50,000 per year for their salary. As expertise and experience increase, so does the price tag. You may not be able to afford to hire the large team it takes to deliver comprehensive digital marketing services.

## Mixing insourcing and outsourcing

How do you ameliorate poor performance and bolster strengths? How can you satisfy your clients and deliver cost-effective quality? The answer does not necessarily rely on a binary decision. That is, if you don't want to skimp on quality but need to cut down on costs, a mixture of insourcing and outsourcing may be the best solution.

Sometimes marketing efforts fail, regardless of the amazing team members you've acquired, and your clients will not be sympathetic or understanding. In fact, 60 percent of marketers have expressed that proving ROI on social media marketing was a major challenge. Digital marketing involves a lot of moving parts, and it's near impossible to create a team that lacks any sort of weakness.

Companies will experience the best performance hiring a large, long-term team made up of individuals who are fully integrated and invested in their work to tackle projects. However, the price of this level of work may simply be too high for some. Outsourcing all your services is also a completely valid business strategy, if you're willing to sacrifice quality for quantity, and believe you can target clients who are interested in this model. For most marketing companies, however, there's no reason to foist an ultimatum of in-house or

outsourced services upon themselves. Outsourcing certain services can help smooth some of your team's rough edges and improve client satisfaction without the value of your work suffering too dramatically.

## Keep inbound in-house

In recent years, the number of people utilizing third-party ad-blocking software has risen dramatically. More than 615 million global devices have ad-block software, comprising 11 percent of the entire Internet population. Increasingly, inbound marketing is becoming of greater importance.

"The world is becoming more inbound. It's growing more authentic, less interruptive," wrote Brian Halligan, CEO of HubSpot. I think it's safe to say that over the next ten years we're going to see an even more inbound world."

Every marketing company's weaknesses are unique, to be sure, but there are certain services that can be deemed campaign-independent and certain ones that are integral to specific goals and circumstances. Campaign-independent services are ongoing activities requiring individuals with a deep knowledge of many different aspects of digital marketing, such as SEO, content creation and email marketing. In most cases, you'll do well to keep these core inbound responsibilities within an in-house team.

Essentially, a company's core inbound marketing is the lifeblood of effective marketing plans. It is therefore vitally important that you keep your staff penning personal emails and crafting exceptional blog content. Your agency needs to be consistent and ever-improving in these areas as these services will only become more valuable as time goes on.

## When outsourcing may be best

Are there inbound services that can be improved by bringing in an outside agency or freelancer? Certainly. Certain aspects of SEO and social media may need more help than your email marketing, for example, since these services will be tailored and adjusted more so than your campaign-independent activities. You may also want to employ the help of industry experts to delve deeper into complex analytics you've gathered with your in-house team. They can assist you on a per-project basis,

which, if you have a strong foundation of inbound marketers, will serve to support the viability of your endeavors.

With few rare exceptions, there are efforts that will almost always be outsourced, however. Unlike your ongoing marketing efforts of building links and creating engaging content, these activities involve technical skills unrelated to — or only proximally related to — marketing. Services such as video content creation for YouTube campaigns or designing user experiences for mobile applications, which require in-depth technical knowledge that is not easily applicable to other marketing tasks, should be relegated to outsourced teams.

Should marketing companies rely on in-house marketers to get the job done? The answer: some of the time. Often, the best strategy is to form a strong skeleton made up of core inbound marketing duties. The task of fleshing out your campaigns can rest with individuals who lie outside your company. 67 percent of agencies admitted to farming out SEO to white-label firms. In contrast, only around 37 percent relied on other agencies or freelancers for content creation. While these are definitely patterns you should be aware of, there is no one algorithm you can apply to your marketing company. Sometimes a situation may call for outsourcing a very technical blog post; other times you may find your in-house team can conjure up their own online video campaigns.

Ultimately, the decision of whether to outsource lies with you. Continue to research current marketing practices, refine your approach and test your own theories. In time, you'll find the right mix of insourcing and outsourcing.

*Charles Dearing is a veteran tech and marketing journalist with over 15 years of experience using words to move people to act. He has written for various publications such as ProBlogger, Big Think and Apps World, to name a few. ○*



Charles Dearing



# How to build a successful social media community

A social media community can be one of the best places to build your reputation as a thought leader in your industry. It takes commitment and consistency, as well as a clear understanding of your brand's voice, but an online community provides valuable insights that make the time and effort worth it.

By Copley Broer

A social media community can be one of the best places to build your reputation as a thought leader in your industry. It takes commitment and consistency, as well as a clear understanding of your brand's voice, but an online community provides valuable insights that make the time and effort worth it.

Build your community right, and it can be an invaluable business tool. Just consider these examples:

Want to beta-test a new service and need qualified feedback? Your community can help.

Need a new vendor? Ask your community for referrals. They're likely to know more about your business and be able to make more nuanced suggestions than an audience that doesn't know your company.

Curious how others think a new piece of legislation will impact your industry? You're likely to hear a wide range of opinions if you ask your online community.

If you're sold on the need for your busi-

ness to create a community on social media, here are six steps to get you there.

## Pick one or two platforms to start

Creating a new community on social media takes time and resources, so don't spread yourself too thin. Pick one to two platforms and concentrate your efforts on those sites. We focus on Facebook, with a page and a group, and Twitter because that's where our audience is. One of the many other platforms, such as Instagram, LinkedIn or Pinterest, may be better for your business.

## Create original content

While you should look at what the competition is doing, don't copy other companies' strategies or content. Spend time before you launch your community by thinking through what's different and positive about your company. Then create original content that tells that story. For us, that meant creating posts that help small landlords with common problems. Original content requires an investment of time and money, but it's worth it in terms of the professional image you'll present to the world.

## Buy professional art and photography

Just as you invest in professional writing for your blog posts and social media messages, so should you buy professional graphic design and photography to accompany your posts. Professional art gives your posts polish and helps you stand out from the crowd online.

You can supplement your company's professional photography with images from companies like Shutterstock and iStockPhoto. These sites sell stock photography for pennies per use. A graphic designer can take those images and make them fit each platform's slightly different requirements.

## Get the conversation going

One part of your strategy should be to publish links to your company's blog posts. But social media is all about creating a sense of community through conversations, so you have to do more than post links. You have to generate conversation. There are several ways to do this.

You can create a poll, then create conversations about the results by asking follow-up questions. Ask for volunteers to test a new service or give feedback about

a new product. Post articles about industry trends and ask your audience what they think. Give away something of value. Be interesting, and people will want to talk.

## Use scheduling software

A scheduling tool will be your best friend as you build and manage activity in your community. These tools allow you to post new content automatically to multiple sites and to schedule new content days, and even weeks, in advance.



Copley Broer

You just have to keep an eye on preloaded content to make sure it's still relevant. This allows you to spend your time on community-building tasks, such as answering questions and responding to comments that keep the conversation lively. We use Buffer, but there are dozens more available including SocialOomph, Hootsuite and TailWind.

## Monitor the conversation 24/7

Once you've got your community started, it's important to keep the conversation going. That means someone must monitor the page 24/7 because oftentimes professionals don't get a chance to read until after their business day is done.

This isn't as daunting as it sounds. You, or a designated team member, just need to set the account to send you notices when a new comment is posted. Be sure to 'like' other people's comments, welcome new members to the page, respond to comments and thank people for their reviews.

## Moving forward

As your community grows, you may find a regular contributor or two who can help you moderate the page. But, you'll never want to delegate all responsibility for the page to an outsider.

After all, someone inside your company must maintain and protect your brand identity from trolls and off-topic discussions.

*Copley Broer is CEO of RadPad and CEO & founder of LandlordStation. A 15-year veteran of the commercial and multifamily real estate industries, he's a thought leader in the use of technology in real estate. ○*

## PR news brief

### Fewer Americans read the news

Approximately one in five U.S. adults — or about 45 million Americans — said they no longer read the news at all anymore, whether it's articles found online or in print, according to a recent study on the perceived credibility of the press released by San Francisco-based tech PR firm Bospar.

Bospar's Press Credibility Study also found that the older someone is, the less likely they are to read the news. Nearly a third — 28 percent — of Americans ages 65 and older said they never read the news, compared to about 20 percent of Baby Boomers (Americans between the ages of 55-64) and about 17 percent of Generation X members who admitted the same.

On the other hand, only 13 percent of Millennials (those between the ages of 21 and 34) said they avoid reading the news, the smallest percentage of any age group polled.

Of those who still read the headlines, 56 percent said their trust in an online or print news article is earned when the reporting relies on research derived from an unbiased source, such as a research firm or university. A journalist's perceived lack of bias came in second place, at 47 percent.

Millennials were far more inclined to value unbiased research and reporting (65 percent and 50 percent, respectively) than any other age group. Americans ages 65 and over were least likely to be persuaded by these factors than any age group polled.

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

## 5W PUBLIC RELATIONS

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212/999-5585  
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www.5wpr.com

**Ronn D. Torossian**, President & CEO

Since 2003, New York City-based 5W Public Relations has worked with widely known and emerging brands, corporations and high-profile individuals. Our practice areas include Consumer Products & Brands, Food & Beverage, Health & Wellness, Beauty, Apparel & Accessories, Home & Housewares, Travel & Hospitality, Entertainment & Sports, Corporate, Technology, Public Affairs & Government Relations, Nonprofit, Crisis Communications, Events and Digital & Social Media. We have a 360-degree approach to PR, social media, branding and digital marketing that delivers game-changing results to our clients.

Our 150 tenacious PR practitioners know how to leverage any story and direct any conversation to our clients' advantage. We develop and execute novel campaigns that allow our clients to connect with their target audiences in memorable ways. As a result, we measurably increase the positive results of our clients' communications efforts.

5WPR's diverse roster of clients includes Sparkling ICE, Walgreens, KRUPS, It's a 10 Haircare, Jane Iredale, JetSmarter and Zeta Global. Our innovative programs have received recognition and we have won many awards including PR Agency of the Year, PR Executive of the Year, Product Launch of the Year and Business to Business Program of the Year.

## ALLISON+ PARTNERS

40 Gold Street  
San Francisco, CA 94133  
www.allisonpr.com

**Scott Allison**, CEO  
**Anne Colaiacovo**, Partner and Co-Chair, Consumer Marketing  
**Jill Wahler**, Senior Vice President

More than ever before, beauty and lifestyle brands are helping create a culture that is without rules. A culture that is as diverse as people are throughout the world. A culture that is just as much about having fun as it is an expression of self-confidence. The Allison+Partners beauty and personal care team has a passion for and deep experience with leading skincare, fragrance, cosmetics, personal care, apparel and accessories brands. Made up of beauty insiders, bloggers, and well-connected communicators, our team has the experience and creativity to develop powerful campaigns that raise visibility, engage consumers, excite retailers and generate advocacy from influencers in ways that resonate. We integrate traditional media tactics into 360 degree programs including events; sampling and promotions; digital and social media; retail marketing; sponsorships and alliances; corporate social responsibility; and cause marketing programs that reach consumer audiences and build market share. Our brand experience includes Rodan + Fields, Sexy Hair, Bulova, ASICS, Seventh Generation, L'Oréal USA, Bobbi Brown, and more.

## AMP3 PUBLIC RELATIONS

349 5th Ave.  
New York, NY 10016  
646/827-9594  
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www.AMP3pr.com

**Alyson Roy**, Founder and Partner

AMP3 PR is a boutique lifestyle and fashion public relations agency based in NYC specializing in consumer PR campaigns for both emerging and established global brands. We work with a range of clientele including fashion, beauty, food, lifestyle, culture, travel, and tech, offering a three-pronged approach: traditional PR & media outreach, digital / social media & influencer campaigns, and experiential event PR & production. Our success has been recognized by PR Couture, who awarded us with "Communicator of the Year" and "Media Event of the Year" for the Bespoke Communication Awards 2017; and O'Dwyer's, who ranked us in the Top 15 Fashion & Beauty

PR firms this year. Our top-rated firm offers one-on-one attention and our team of strategic thinkers and innovative story-tellers are incentivized by our clients' successes. We pride ourselves on our ability to offer all the high-level services of a big corporate agency, while being ahead of the curve when it comes to new digital mediums for coverage, content marketing and SEO tactics, with the added bonus of boutique-style dedication.

## BEEHIVE STRATEGIC COMMUNICATION

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www.beehivepr.biz

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

Beehive Strategic Communication is best known for fresh insights, creative strategies and positive connections that create meaningful results 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 retail and financial services. Our expertise includes research, communication strategy, brand positioning, employee engagement and internal communication, public relations, social and digital marketing, and design.

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.

## BLAZE

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**Matt Kovacs**, President

BLAZE is the trusted partner of choice for lifestyle contender brands hungry for a real piece of the marketshare. BLAZE has been retained by a growing number of savvy clients who want integrated PR, influencer and social media strategies — and flawless execution. BLAZE senior level professionals play a hands-on, day-to-day role with clients. With more than two decades of relationships and a solid team founded in strategic approaches, BLAZE is adroit in advancing client objectives and nimble to the quick-changing pace of media technologies. Clients include: BIOHM, Essential Eyebrow Solution, Fragrant Jewels, Great Mall of the Bay Area, Heat Holders, Ontario Mills, Roseshire, The Outlets at Orange and youtheory.

## FILM FASHION

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**Carla Blizzard**, Senior Vice President

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 op-



timal location to introduce media, stylists and celebrities to our client's brands by housing an edited collection of samples.

Recent projects have included dressing celebrities for red carpet appearances, securing editorial placements and coordinating product placement working with talent such as Taylor Swift, Jennifer Lopez, Blake Lively, Kate Hudson, Beyonce, Scarlett Johansson, Kendall Jenner, Gigi Hadid, Jessica Alba and Gwyneth Paltrow.

Clients include: Chopard, Fitbit, Georges Chakra, Haney, Romona Keveza, Rubin Singer, Sarah Flint, Stephanie Rad, Tadashi Shoji and Zuhair Murad.

## FRENCH/WEST/ VAUGHAN

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

French/West/Vaughan (FWV) is the Southeast's leading public relations, public affairs and brand communications agency and the winner of the *Holmes Report* 2016 Consumer Agency of the Year and the *Bulldog Reporter* Communications Agency of the Year. Founded in April 1997 by Agency Chairman & CEO Rick French, FWV employs 103 public relations, public affairs, social media, advertising and digital marketing experts between its Raleigh, N.C. headquarters and New York City, Los Angeles and Tampa offices.

FWV is home to one of the country's top beauty and fashion practice areas and is currently ranked #2 by *O'Dwyer's*. FWV helps clients stimulate product trial, build retail and consumer demand for their product lines, increase brand awareness and drive purchase intent through earned media coverage, line reviews, collection previews, celebrity seeding, influencer initiatives, cooperative retail promotions, high-visibility trade show support, engaging and results-driven social/digital campaigns that build affinity, drive online and in-store sales and more.

FWV's present and past beauty and fashion clients include VF Corporation brands, such as Wrangler, Riders by Lee and Crafted by Lee, Justin Boots, Arena USA, Airplus Footcare, SKINS, Peter



**Hunter PR helped Batiste Dry Shampoo activate the Batiste Dry Shampoo Style Studio at this year's The Neon Carnival, where celebrities, influencers, media and festival-goers alike enjoyed product samples and a quick hair refresh that took them from party to party without missing a beat.**

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, Ms. Pompadour hair care, Vincent Shoes, Dearfoams, Diana Vincent Jewelers, Fossil, Swatch, Monet, Marithe & Francois Girbaud, Kasper A.S.L suits and sportswear, Susan Gail handbags and Joe Boxer.

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

## HUNTER PUBLIC RELATIONS

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Partners: **Grace Leong, Jonathan Lyon, Mark Newman, Donetta Allen, Gigi Russo, Erin Hanson**

Hunter Public Relations is an award-winning consumer products and services public relations firm with offices in New York and staff based across North America including Miami, Los Angeles, Seattle, and Toronto, offices in London, and affiliate partners in Mexico City. Our mission is "earning it," and from consumer attention, to long term client relationships, to our talented staff's dedication, we strive to "earn it" every day.

Ranked as one of *O'Dwyer's* top ten PR firms specializing in Beauty and Fashion, Hunter's Beauty, Fashion and Lifestyle practices reach 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. Finding seamless ways to integrate product messages into a consumer's busy lifestyle — 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.

Hunter PR offers a full suite of strategic marketing PR services, including but not limited to 360-degree program development, social and digital media marketing, Hispanic strategies and solutions, entertainment and sports marketing, graphic and digital design, media

and influencer relations, sponsorships and experiential activations, global toolkitting, and insights and analytics. Past and present clients include: Sperry, Johnson & Johnson, BIC Shavers, Love Cosmetics, Church & Dwight, McNeil Consumer Healthcare, L'Occitane, Dana Classic Fragrances, Alberto-Culver, and the New York City Clothing Bank.

## JAYNE & COMPANY, LLC

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www.jayneandco.com

**Jayne Morehouse**, President

At Jayne & Company, we create your story. The story you've always wanted to tell but couldn't put into words. The content that fascinates your customers, draws them into your narrative and moves them to ask, "What's next?" The foundation that builds layer upon layer of multi-media content, with each chapter leading to customer engagement, loyalty and sales.

We're a PR, Social and Content Creation Agency — and so much more. Of course we create earned, owned and paid media, customer relationship-building content and introduce you to who's who in the

— Continued on page 20

## JAYNE & COMPANY, LLC

— Continued from page 19

media, influencer world and beauty. Our point-of-difference comes from a strategic focus, influential leadership and an insightful understanding of the beauty business, your brand and your customers. Our principals — not juniors or interns — work with you, ensuring an experienced expertise and thoughtful approach to your brand. We're your active partners, experienced consultants, passionate advocates, your eyes, your ears and your filter.

Our history is rich, our network is deep. We open the doors and turn the pages faster and more nimbly, saving you years of frustration and setting you up for success faster. And most of all, our engaging, entertaining and relevant communication process positions your brand, product, service or personality as memorable, meaningful and authentic.

We're so immersed in beauty that Jayne Morehouse, president, wrote the book on Public Relations for the Salon (Milady's Salon Ovations/1996). She began telling beauty stories professionally as editor-in-chief of *American Salon* magazine. Today, she's also the CEO of the Beauty Industry Report, an executive newsletter and communication forum for beauty business leaders.

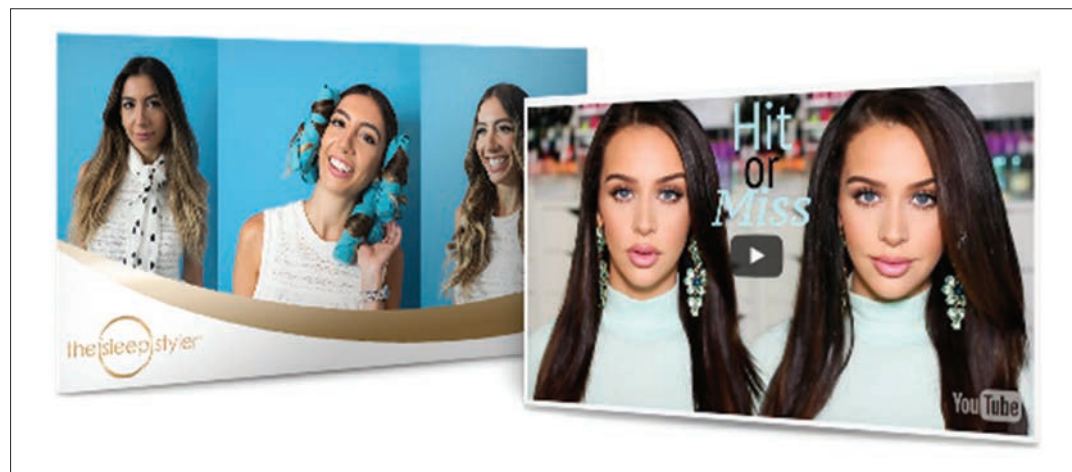
## KAPLOW COMMUNICATIONS

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For more than 25 years, Kaplow Communications has delivered award-winning, beauty and fashion campaigns that make consumers fall in love with our clients' brands.

Those clients include both heritage and up-and-coming brands. We are proud of our long-standing relationships with industry leaders Cosmetic Executive Women (23 years), Shiseido (21 years), and CVS Beauty (19 years). We also serve Arcade Beauty, Conair, David's Bridal, Olga/Warner's, No nonsense and Stitch Fix.

Our programs reach consumers at every touchpoint with a comprehensive suite of services that include public relations, thought leadership, influencer programs,



**Marketing Maven supports clients with influencer marketing campaigns in the beauty and fashion verticals.**

social media, experiences, visual design, branded content, video, digital marketing and analytics.

Kaplow was a pioneer in relationship-based PR. Today, we continue to redefine the practice with our approach to the new earned media and our trademark DEQ (Digital Emotional Quotient) offering. DEQ helps clients find the best high-touch approach for the digital world. Independent, woman-owned and still led by Founder Liz Kaplow, the agency has a team of 60 professionals, based in New York with satellite offices in Chicago, Denver and Los Angeles.

## MARKETING MAVEN

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**Lindsey Carnett**, CEO & President  
**Natalie Rucker**, Director of Business Development

At Marketing Maven, we believe beauty is in the eye of the consumer. As a results-driven integrated marketing and communications firm specializing in beauty and fashion consumer products, we maintain strong relationships with media and influencers that drive results for clients. We pride ourselves on our sales-focused and engagement-driven tactics in PR and social media marketing that have proven to increase revenue and develop customer loyalty for our beauty and fashion clients.

Our clients value the social ac-

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

With expertise in creating innovative communications solutions, 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.

## MFA MARKETING & PUBLIC RELATIONS (MISSY FARREN & ASSOCIATES, LTD.)

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**Missy Farren**, Founder & CEO  
**Caroline Andrew**, Senior Vice President

Mfa Marketing & Public Relations is a full service communications agency, with 23 years of dynamic PR, digital and marketing communications success. Storytelling is our forte, and our enthusiastic team specializes in delivering compelling stories, unique influencer programming and campaigns that span paid, owned and earned media across multiple channels.

Fashion, beauty and lifestyle brand expertise has created success

that matters for brands like Stance, Quiksilver, ROXY, LifeProof, Olukai, Burton Snowboards, lululemon, Alex + Ani, Target, Cross, Rastacat, Giggle, Filorga, Anna Victoria, Juja Active, Journeymen, Hillflint, Schwinn, the Westin Hotels & Resorts, philosophy, No Kid Hungry and The Ritz-Carlton Hotels of NY.

Mfa's holistic approach is rounded out with complementary practice areas including wellness, sports, luxury and travel. A dedicated cause marketing practice known as MFAAction works with non- and for-profit entities with a social good mission. We are more than marketers; we live our clients' lifestyles every day.

## PEPPERCOMM, INC.

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

Peppercomm is an independently owned 21-year-old integrated communications and marketing agency headquartered in New York with offices in San Francisco and London. Helping clients see around the



corner and determine what's next sets Peppercomm apart from other integrated communications and marketing firms. It enables us to push boundaries while mitigating risk for clients in financial services, consumer, B-to-B and multi-industry sectors.

Our unique approach and dynamic workplace attract the best talent who, in turn, help us win and retain the best clients. While we've won countless awards, we're most proud of being named Best Place to Work in New York City by *Crain's New York Business* and a Best Workplace for Women by Great Place to Work® and *Fortune*.

Our combined years of deep category experience and love of what we do shapes our work. We engage your audiences on every level and set your brand apart. And we do all this to help your bottom-line and build your business. So get in touch. We're all ears.

## RED PR

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**Julia Labaton**, President & Founder  
**Charity Guzowski**, Vice President

RED PR is a boutique communications firm specializing in beauty, fashion and lifestyle brands. With a team of cultivated beauty, wellness, lifestyle and fashion experts we are able to deliver an unparalleled blend of specialized service. We drive both national and international campaigns for industry-defining brands.

Founded in 2000, RED PR is now one of America's leading boutique beauty and lifestyle PR firms — named as top five by *The Observer*. Our work has been recognized through numerous awards including the prestigious *PR News* Top Women in PR Awards, PRSA Big Apple Awards, and *Bulldog Reporter* Awards. We are known for intelligent counsel, creative strategies, dedicated client service, industry relationships and award-winning results.

Clients: 3Lab Skincare; C.O. Bigelow Apothecary; Creative Nail Design, Inc. (CND); Cricket Co. Tools; Fendi Fragrance; Gelish Gel Polish; Good Dye Young; Maria Bonita Salon & Spa; MB45 Studio; Miss Jessie's Hair Care; Morgan Taylor Lacquer; Napoleon Perdis

Cosmetics; Ouidad; The Curl Experts; and Preciosa Crystal.

## ROGERS & COWAN

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**Mark Owens**, CEO

As the leader in entertainment marketing and PR, Rogers & Cowan helps clients become relevant in the cultural conversation and connects them to their audience for greater levels of engagement. We provide our clients with insightful research and strategic communications structured around solid storytelling and a creative commitment

to big ideas.

The agency works with a diverse roster of entertainment and brand clients in the talent, music, content, retail & consumer, luxury lifestyle, fashion & beauty and technology industries. We offer extensive expertise in the fashion, beauty and luxury categories providing marketing communications campaigns, editorial placement, social media strategies, fashion week support, event management, celebrity/influencer seeding and product placement. Our commitment is illustrated in the work we do in promoting apparel, eyewear, handbags, shoes, jewelry, timepieces, beauty/skincare products, hair care, celebrity brands, designers and fashion-related events. Through its Film Fashion brand, Rogers & Cowan has a specialized unit focused on matching fashion and accessory brands with prominent celebrities for red carpet appearances, securing editorial placements and coordinating product placement. (See separate listing for Film Fashion). Clients have included Jockey, Columbia Sportswear, Swarovski, Rob Lowe's Profile 4 Men, Lancôme,

Estee Lauder Companies, Jet Set Candy, Sydney Evan, Keratin Complex, L'Oréal Professional, Drybar, Kohl's Jennifer Lopez and Marc Anthony collections, Prive Eyewear, Luxottica, and David Beckham Fragrances.

## TRANSMEDIA GROUP

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**Thomas Madden**, Chairman & CEO  
**Adrienne Mazzone**, President  
**Rebecca Shpektor**, Director, PR  
**Alex Flugel**, VP, Digital Media

Take a tip from TransMedia Group. In advertising and most messaging — sexy sells!

Products don't have to be sexy like the new BraCandy.com we're introducing — just their advertisements. It definitely helps when spokespersons are attractive and ebullient like Russian Pop Star Nadeea, one of the many supermodels and talents TransMedia represents.

The talented Alfredo Versace is TransMedia's exclusive fashion design/marketing consultant.

Yes, the multi-lingual, Anvil-Award-winning PR firm serving clients worldwide since 1981 doesn't just do publicity. Besides booking clients like "Trump Divorce" celebrity Lynn Aronberg on network TV shows ... raising social media/digital marketing platforms of clients to awesome levels ... and promoting fast-growing magazines like *Fabulously 50*, TransMedia produces effective commercials and direct response advertising.

One direct response ad TransMedia did recently for Vitalizer depicts dramatically how a pitch from the smart phone app harmonizes frequencies, which enhances the flavor of coffee and wine.

Working with partner MIST Productions, TransMedia provides full-service cinematic and commercial video productions, plus dazzling in-house animation. Through Sketch Blue Studio, TransMedia offers brilliantly animated motion graphics, 3D animation with matchless visual effects.

**TransMedia Group is instrumental in providing exceptional service to a wide array of clientele.**





TURNER's showroom space in New York.

Photo: Aaron Thompson

## TURNER

A Fahlgren Mortine company

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**Christine Turner**, President  
**Mariana DiMartino**, Senior Vice President  
**Angela Berardino**, Chief Strategy + Integration Officer

At TURNER, we've built our careers around innovative brands. With a 20-year history launching accessory, active lifestyle, wellness, progressive fashion, streetwear and modern outdoor brands, our passion translates to outstanding results and trusted relationships with journalists, influencers, stylists, athletes and celebrities alike. TURNER is relentless about strategy and smart engagement finding the right voice for the right audiences to tell the right stories at the right time. As a full service digital and public relations agency, we execute through an integrated digital and earned media lens, crafting compelling narratives that set brands apart from the competition. We connect brands to influencers, entertainers and athletes to grow brand awareness, market-share and generate transaction and

traffic. TURNER's creative team also excels at finding unexpected partners for our clients, resulting in co-branded marketing programs creating incredible media results and viral social campaigns. Our longterm partners span the lifestyle spectrum from CorePower Yoga and Pure Barre, to Alpha Industries, Nixon and Duluth Trading Company along with a roster of globally renowned hospitality and tourism brands.

## ZAPWATER COMMUNICATIONS, INC.

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**David Zapata**, President & Founder  
**Jennifer Lake**, SVP  
**Jennifer Barry**, Managing Director, Los Angeles

Zapwater Communications is a public relations agency specializing in lifestyle brands, with a strong focus on fashion and beauty clients. We integrate multidisciplinary services — influencer relations, social media management, sponsorship/partnership development and media relations — to drive bottom-line results.

To date, we have won over 100 industry awards including many for our fashion and beauty clients.

Zapwater won a Gold SABRE Award for Best Fashion Beauty Campaign of the year and a recent Best of Show at the Publicity Club of Chicago, Golden Trumpet

Awards.

Our offices in Chicago and Los Angeles share a culture that fosters creativity, quality, collaboration and enthusiasm. Long-standing relationships and the determination to lead in a dynamically evolving industry distinguishes Zapwater's work.

Knowing what is new, what is on-trend and what is next, is as important to Zapwater as it is our fashion, beauty and retail clients. We approach these exciting worlds with an eye toward the end goal: increased sales. A steady stream of buzz supports a steady stream of customers. Our strong relationships with influencers, bloggers and media provide openings to talk about our clients, wares and to do so when the interest is high. Fashion, beauty and retail are fast-changing, and Zapwater has the flexibility to keep pace, while maintaining strategy all the while.

Recent client experience includes: TopShop, Kiehl's since 1851, Gilt, Hollywood & Highland, Advanced Clinicals, Birdies Slippers, and many more. ○



Models pose outside of Topshop Michigan Avenue (a Zapwater client) Grand Opening.

O'Dwyer's October issue will profile Healthcare PR firms. If you would like to be profiled, contact Editor Steve Barnes at 646/843-2089 or [steve@odwyerpr.com](mailto:steve@odwyerpr.com)



# O'DWYER'S RANKINGS

## TOP BEAUTY & FASHION PR FIRMS

| Firm  | Net Fees (2016) |
|---|-----------------|
| 1. <b>Edelman</b> , New York, NY                            | \$23,275,000    |
| 2. <b>French   West   Vaughan</b> , Raleigh, NC             | 4,665,278       |
| 3. <b>5W Public Relations</b> , New York, NY                | 4,200,000       |
| 4. <b>Turner, a Fahlgren Mortine company</b> , New York, NY | 3,295,494       |
| 5. <b>Gold PR</b> , Corona, CA                              | 3,000,000       |
| 6. <b>Coyne</b> , Parsippany, NJ                            | 2,000,000       |
| 7. <b>360PR+</b> , Boston, MA                               | 802,608         |
| 8. <b>Hunter PR</b> , New York, NY                          | 750,000         |
| 9. <b>Finn Partners</b> , New York, NY                      | 545,000         |
| 10. <b>O'Malley Hansen Communications</b> , Chicago, IL     | 462,000         |
| 11. <b>J Public Relations</b> , New York, NY                | 441,248         |
| 12. <b>AMP3 Public Relations</b> , New York, NY             | 429,251         |
| 13. <b>Beehive Strategic Communication</b> , St. Paul, MN   | 368,977         |
| 14. <b>Quinn</b> , New York, NY                             | 368,200         |
| 15. <b>Havas Formula</b> , New York, NY                     | 360,277         |
| 16. <b>BLAZE</b> , Santa Monica, CA                         | 330,000         |
| 17. <b>Marketing Maven Public Relations</b> , Camarillo, CA | 294,905         |
| 18. <b>SPM Communications</b> , Dallas, TX                  | 227,000         |
| 19. <b>Peppercomm</b> , New York, NY                        | 187,859         |
| 20. <b>PAN Communications</b> , Boston, MA                  | 156,058         |
| 21. <b>Padilla</b> , Minneapolis, MN                        | 145,950         |
| 22. <b>IW Group, Inc.</b> , West Hollywood, CA              | 130,000         |
| 23. <b>BoardroomPR</b> , Ft. Lauderdale, FL                 | 100,000         |
| 24. <b>Rosica Communications</b> , Paramus, NJ              | 94,908          |
| 25. <b>Trevelino/Keller</b> , Atlanta, GA                   | 75,000          |
| 26. <b>Lovell Communications</b> , Nashville, TN            | 70,460          |
| 27. <b>TransMedia Group</b> , Boca Raton, FL                | 70,000          |
| 28. <b>Stuntman PR</b> , New York, NY                       | 56,500          |
| 29. <b>Pierpont Communications</b> , Houston, TX            | 46,250          |
| 30. <b>Fish Consulting</b> , Hollywood, FL                  | 46,000          |
| 31. <b>The Buzz Agency</b> , Delray Beach, FL               | 18,000          |
| 32. <b>Schneider Associates</b> , Boston, MA                | 15,000          |

# Polical correctness gone wild

By Fraser Seitel

For once, Paul Begala was right. In the wake of Charlottesville, the lesser half of the Carville-Begala Clinton apology team warned his Democrat brethren that any politically correct drive to topple “offensive monuments” would only allow Donald Trump to hijack the debate about white supremacy.



**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*.

And, of course, that’s exactly what’s happened.

“Monument-gate” is but the most recent sign of the wave of political correctness that has washed over America since the election of our most anti-PC President.

Indeed, just as the nation’s first black President presided over a nation where race relations deteriorated during his

presidency, so too has the nation’s first anti-PC President ushered in an unprecedented onslaught of unchecked political correctness that has touched every sector of society.

Consider the most recent examples:

**In politics, the manufactured fury to rid the nation of long-standing monuments knows no bounds.**

What began as a legitimate debate about the proper place for statues of slaveholding Civil War soldiers has rapidly devolved into a frenetic free-for-all to find reasons to get rid of anything that may offend anyone.

In San Francisco, it’s the Pioneer Monument that depicts an American Indian on the ground with a Spanish Vaquero above him. In Chicago, it’s the Balbo Monument in Grant Park that was donated by fascist dictator Benito Mussolini.

And in New York, undaunted Mayor Bill de Blasio stands ready to cart off Christopher Columbus statues, shutter Grant’s tomb and perhaps close down FDR Drive because, as one flabbergasted City Council member put it, “President Roosevelt interred guiltless Japanese during World War II.”

Oy. Oy. Oy.

**In journalism, once proud media bastions of fairness have surrendered even attempting to be objective in favor of preaching political correctness.**

One can’t quarrel with openly liberal media like MSNBC or openly conservative media like Fox News, which make no pretense of their bias.

But when a formerly-trusted media stalwart like *The New York Times* abandons its long-held principles of neutrality to champion PC causes, it becomes clear why, according to the latest polls, fewer Americans (30 percent) “trust” the news media than they do the Trump Administration (37 percent).

In late August, for example, the *Times* featured an op-ed by one of its favorite contributors, Harvard Professor Naomi Oreskes, a longtime student of climate change and equally longtime enemy of Exxon-Mobil. Prof. Oreskes, a recipient of a glowing *Times* profile in 2015, has been blaming Exxon, in writings and speeches, for climate change denying for a decade.

Oreskes’ August op-ed blamed Exxon (surprise!) for “showing a systematic, quantifiable discrepancy” between what its scientists and executives discussed about climate change in private and in academic circles and what it presented in its op-eds to the general public.

The research Ms. Oreskes cited — which she modestly described as “the first academic, empirical analysis of Exxon Mobil’s 40-year history of climate change communications” — was done by Ms. Oreskes, so its damning conclusion, given the good professor’s long-held public animus to Exxon, was not altogether unpredictable. It was also not altogether particularly “empirical,” given that Ms. Oreskes used the old public relations research technique of “content analysis,” which ascribes quantitative values to qualitative words and phrases in news content.

But publishing Ms. Oreskes’ anti-Exxon op-ed wasn’t the problem. The problem occurred the very next day, when the *Times* chose to virtually repeat the Oreskes op-ed in a “news” story: “Exxon Misled the Public on Climate Change, Study Says.”

In one fell swoop, the formerly-most trusted newspaper in the world had converted PC opinion puffery to “factual news” in consecutive editions.

**Finally, in business, we have the sad example of Delta Airlines and Eazy-E.**

In August, Jason Mitchell, an obscure

Hollywood actor who played the rapper Eazy-E in the 2015 biopic “Straight Outta Compton,” arrived late for his Delta flight to L.A. and was rebooked on the next flight.

Mitchell became unhinged when his rebooking wasn’t in first class and, in a graphically recorded, most “un-Eazy” TMZ tirade, proceeded to curse out the Delta captain and flight attendants who had him removed from the plane and handcuffed by police.

But then Delta — which had earlier excoriated the less profane but equally-obnoxious Ann Coulter for also acting like a horse’s patoot on a flight — decided not to press charges against Mitchell and forget the whole thing.

One wonders how the Delta captain and flight attendants verbally attacked by the out-of-control actor feel about their company’s PC decision to abandon them. Delta CEO Edward Bastian and the public relations people who “advise” him should be ashamed. ○

## PR news brief

### PAN plants flag in NYC

Healthcare and B2B technology agency PAN Communications has widened its east coast presence with the addition of an office in New York.

PAN’s NYC outpost, which is located in a We-Work workspace on Madison Avenue, opened for business on August 1 and currently staffs four, with plans to expand its local talent roster to 10 by the end of the year.

The new location will be helmed by Ryan Wallace, who now holds the title of vice president and general manager. Wallace formerly led Bite Global’s New York outpost before moving to MWW as VP-enterprise and technology. He later served as part of NRG Energy’s corporate communications team.

“PAN’s expansion to New York will allow us to better serve our current and prospective clients through a true integrated approach, and give our 115+ staff the opportunity to now relocate between 4 dynamic, vibrant cities,” PAN president and CEO Philip A. Nardone, Jr. told O’Dwyer’s. “Under Ryan’s leadership in the New York metropolitan area, we are well on our way to strengthening our agency’s talent and further developing our brand, both of which align with our 5-year expansion strategy.”

Wallace told O’Dwyer’s that equity funding to VC-backed companies in the NYC-metro area saw a 20 percent increase last year.

“This equates to a massive opportunity for us to expand PAN’s existing capabilities across the Ad-tech, Martech, Fintech, Retail Tech and e-commerce spaces,” Wallace said. “We also look forward to building out our expertise in internal and corporate reputation management communications.”

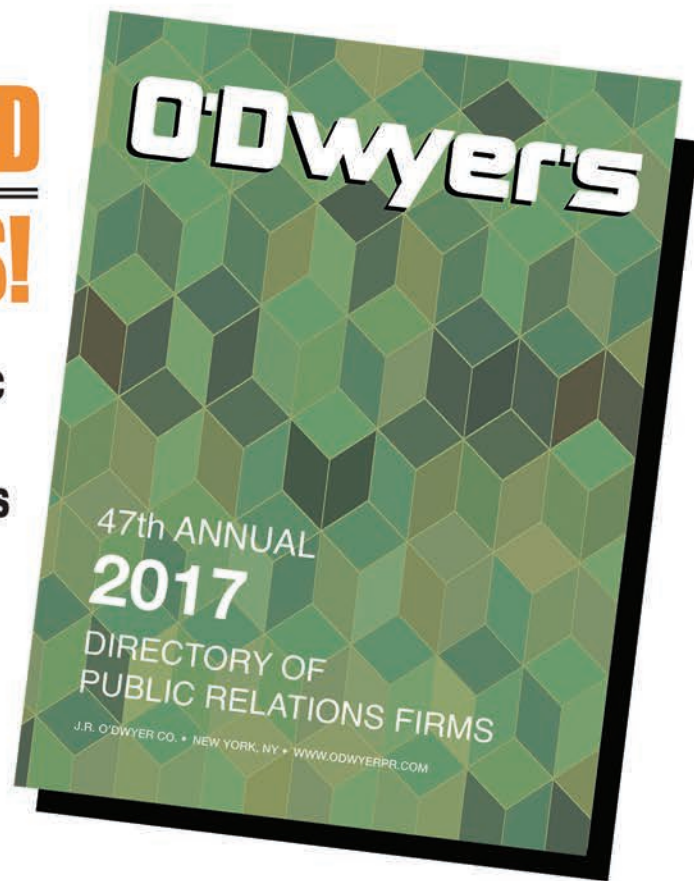
Boston-headquartered PAN broke ground on a new location in San Francisco a year ago after acquiring San Francisco-based tech PR agency Vantage PR. The agency also maintains an office in Orlando.



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# The media contact who got away

By Bob Brody

Every once in a while, a PR person gets to know a member of the media who develops into what we like to call a contact. Such was the case for me and Joe



**Bob Brody** is an earned media strategist and editorial specialist at Powell Tate, a division of Weber Shandwick. His essays have appeared in the *New York Times*, the *Wall Street Journal* and the *Washington Post*, among other publications.

Rago, a long-time editorial-page editor at the *Wall Street Journal*, who died in July at the age of 34.

Joe mainly contributed editorials about healthcare to the *Journal*. He critiqued the U.S. healthcare system and its policies, particularly the Patient Protection and Affordable Care Act of 2010. As such, his views influenced decision-makers from Capitol Hill to the corporate C-suite. Senators and CEOs

alike read, cited and indeed quoted his editorials.

Our connection to each other was basic. Almost any time our agency represented a healthcare client with a strong, perhaps surprising point of view about a healthcare issue, I would recommend a desk side briefing with Joe. If a client agreed, I then



**Joseph Rago, a Pulitzer Prize-winning writer for *The Wall Street Journal*, was found dead at his Manhattan apartment in July.**

reached out to Joe to introduce said client and offer a rationale for a face-to-face meeting.

Joe always said “yes.” I only wish other media I’ve pitched during my 26 years in PR were consistently as welcoming.

Over the last seven years, then, I scheduled briefings with Joe for more than a dozen of our healthcare clients. Patient advocates. Hospital consultants. Insurance leaders. Medical-device manufacturers. Venture capitalists.

There, in those encounters, Joe turned out to be every inch both a student and a scholar. He asked his guests question after hard, informed question, and never hesitated to take issue.

Our clients were typically thrilled at these opportunities. So were my colleagues, and so, for that matter, was I.

To what, then, did I owe these modest successes? My personal magnetism? My genius at pitching? Hardly.

I was highly selective about which clients qualified for a briefing with Joe. I pitched those clients matter-of-factly, not only free of hyperbole but also heavy on understatement. All I ever expected — and received — was a fair hearing, plus an understanding of our client’s position.

But mostly I credit Joe. His curiosity about the nuances of healthcare, no matter how fine the small print, was quite simply insatiable. He routinely subjected his most dearly held convictions to discussion and debate. He took on all comers, everyone with an equal right to a day in the court of public opinion, demonstrating his faith in desk side briefings as acts of democracy.

But what impressed me most about Joe Rago was how he acted at those briefings. He listened closely. He never interrupted. If he disagreed, it was done politely. Afterwards, he thanked all attendees.

With me, too, he was a model of decorum, whether in an email or over lunch. He treated me as if I were the important person in our relationship, whereas I often felt otherwise. If he took two days to answer an email from me, he invariably apologized. He was modest beyond reason, even after he won a Pulitzer Prize for his editorials at the age of 28.

As media contacts go, Joe ranked as perfect. But as my wife once told me, perfect never lasts. Rather, this is yet another reminder to prize the reporters whose trust and respect we’ve earned. And to maintain the same high standards, both professional and personal, that they usually do.

I’ll miss taking our clients to meet Joe. But mostly I’ll miss him. ○



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## Corcoran tapped for Twist president role

**M**ary Corcoran, former Chief Operating Officer in Edelman's New York headquarters, has been named President of W2O Group's Twist unit.

Corcoran succeeds Annalise Coady, who served as Twist President for more than two years after being global EMEA practice lead at W2O's WCG operation. Coady now becomes President of W2O's EMEA region, and will be based in the marketing and communications network's London office.

Corcoran joined Edelman in 2006, initially serving as EVP and General Manager of the number-one independent firm's San Francisco outpost, where she launched its digital health business. She was named COO in 2014. She previously worked as a finance director for the Democratic National Committee and an analyst at JP Morgan Chase. ○



Mary Corcoran

## Harris resigns Grayling US chief post

**P**eter Harris, CEO of Grayling US, resigned on Aug. 31 to launch his own firm. He told *O'Dwyer's* that he'll open for business Sept. 1 to advise senior clients.

Harris joined Grayling Jan. 1, 2014 from MSLGroup, where he served as Senior VP in charge of the corporate and technology practices and headed the United Technologies account.

Earlier, he held key posts at Ketchum, Access and Peppercomm, counseling clients such as IBM, Citibank, Visa and HP.

Paul Taaffe, CEO of Grayling parent Huntsworth, will head the US from New York as acting US Chief.

The US CFO position, which was held by MSLGroup alum Tony Confone, was eliminated in July as part of Huntsworth's ongoing strategy to consolidate IT, HR and finance functions.

In reporting first-half results, Huntsworth noted that Grayling, which has most



Peter Harris

of its business in Europe and Middle East, returned to profitability.

While the US unit reported red ink, Taaffe anticipated the US would be profitable in 2018 due to a robust performance of its DC lobbying unit and a broadening of the overall client portfolio. ○

## Jackson moves to Portland

**A**lfred Jackson, who has more than 20 years of health communications experience, has joined Portland Communications' D.C. office to expand the offerings for the Omnicom unit.

Most recently, Jackson served as Executive VP at Spectrum.

He did a four-year stint as head of Chandler Chicco Cos. Washington outpost, counselling clients such as STOP Obesity Alliance, Coca-Cola, Pfizer, Allergan and Nestle Nutrition. O'Neill and Assocs. and Ketchum are on Jackson's resume.

Jane Brearley, who heads global health-care at Portland's London headquarters, said the US in terms of diversity of clients and geography is the next stage of development. ○



Alfred Jackson

## KYNE signs Sawatzki

**K**YNE, the specialty health communications shop, tapped Darcy Sawatzki as Senior VP in Los Angeles to lead its US public health business efforts and to manage client work.

She reports to Wendy Woods-Williams, Executive VP and LA General Manager.

Sawatzki is an 18-year veteran of Hager Sharp in Washington, where she handled the "Best Bones Forever!" campaign to encourage bone-healthy behavior in adolescent girls. She also oversaw projects for the Dept. of Health and Human Services' Office of Women's Health.

KYNE, one of the top-ranked healthcare PR firms in the country, has worked for the Bill & Melinda Gates Foundation's effort to wipe out malaria and a partnership forged



Darcy Sawatzki

by Pfizer and Centers for Disease Control & Prevention to curb tobacco use. ○

## AIG hires Chubb vet Williamson

**A**nita Williamson has joined American International Group as global employee communications head, reporting to Cindy Leggett-Flynn, Senior VP-Chief Communications Officer.

Most recently, Williamson worked at Chubb, where she held the VP-Global Internal Communications position in charge of engagement with staffers in 54 countries.

Williamson has experience with Marsh, Senior VP-Corporate Communications, and at Con Edison, where she established the utility's video news programming. ○



Anita Williamson

## DCI elevates Duncan to VP

**T**ravel and economic development PR powerhouse Development Counselors International has promoted Steve Duncan to the role of Vice President in the agency's Denver office.

Duncan joined DCI in 2004 as an intern in the agency's economic development marketing team in New York before ultimately taking the position of Account Executive. In the course of his nearly 13 years with the agency, he became an Account Supervisor in 2008, was named Account Director in 2012, and ultimately, won the title of Managing Director in 2014.

Duncan now leads a team of professionals servicing lead generation needs for clients and facilitates new business initiatives. He also spearheads international marketing projects and works closely with DCI's digital team to better identify ways to advance the agency's lead generation offerings.

New York-based DCI, which maintains additional offices in Los Angeles and Toronto, is one of the top-ranked firms for travel and tourism PR with more than \$10 million in net fees in 2016. ○



Steve Duncan

## NYT's Smale takes UN post

**A**lison Smale, Berlin bureau chief of the *New York Times*, has joined the United Nations as Under-Secretary-General for Global Communications and Chief of its Dept. of Public Information. She succeeds Spain's Christina Galach, who exited in April.

The 62-year-old British journalist has helmed the NYT's Berlin office since 2013.

Earlier, Smale was executive editor of the *International Herald Tribune* in Paris, which was rebranded four years ago as the *International New York Times*. She was the first woman to head that paper.



Alison Smale

Before joining the Times in 1998, Smale reported for United Press International and Associated Press in the Balkans and Moscow.

UN Secretary General Antonio Guterres has promised to appoint more women to top-level positions. The world body came under pressure last year for using a cartoon character, Wonder Woman, in its campaign to promote gender equality. ○

## CNN recruits Warren

**C**NN has recruited Steve Warren, ex-Army colonel and former top public affairs advisor to Defense Secretary James Mattis, as Senior Military Analyst.

Warren, who is respected by reporters for his humor and straight-shooter style, was pushed out of the Pentagon in August, a move bound to further strain the relationship between the press and Trump Administration.

Trump officials, according to published reports, had encouraged Warren, who had served as spokesperson for the US-led campaign against the Islamic State, to retire from the Army and apply for the senior media advisor job at the Pentagon, a civilian spot.



Steve Warren

Dana White, Assistant Secretary for PA and ex-Fox News publicist, played a key role in Warren's departure from the military. White in an email said the White House ultimately determined that Warren wasn't eligible for the spokesperson post.

Warren's exit coincides with complaints about the lack of media access to Defense Secretary James Mattis and the Pentagon's recent habit of booting reporters off planned international trips at the last minute. ○

## ObamaCare vet Johnson joins PhRMA

**P**harmaceutical Research and Manufacturers of America has brought on Juliet Johnson as Deputy VP in its public affairs division.

Johnson joins PhRMA from the Centers for Medicare and Medicaid Services, where she was Director of its 225-plus staffer communications unit. She handled communications surrounding the Affordable Care Act and Health Insurance Marketplaces and messaging/tactics for the Open Enrollment sign-up process.

Johnson also held executive positions at Ketchum and FleishmanHillard and served as Deputy of Staff to Congressional Republican deputy whip Eric Cantor, who lost a primary contest in a



stunning upset to Tea Party star David Brat.

She also worked as Deputy Press Secretary for Jersey Governor Jim McGreevey during his historic resignation, fielding a barrage of media inquiries from the Garden State, New York, Philadelphia and national press. ○

## Met appoints lobbying assistance for arts funding

**T**he Metropolitan Museum of Art has retained lobbying and PR firm Prime Strategies for help with federal tax policy as it applies to the arts, as well as for advocacy work among government agencies supporting the arts.

President Trump's proposed 2018 budget earlier this year called for effectively shutting down the National Endowment for the Arts, the independent government agency that is the primary funding source for many art-related programs around the country. A lobbying salvo supporting the agency ensued. The budget that Congress eventually agreed to included a \$2 million increase for NEA for FY 2018.

The Met, which opened in 1872, is one of the largest and most visited art galleries in the world. ○

## Mueller targets Podesta, Mercury

**S**pecial counsel Robert Mueller has issued subpoenas to Podesta Group and Mercury LLC regarding their support of a campaign run by former Trump advisor Paul Manafort in support of a pro-Russia political party in Ukraine, according to news reports.

Mueller on Aug. 28 also issued a subpoena to Manafort's spokesperson Jason Maloni, who runs JadeRoq PR. Maloni, who did a ten-year stint at Levick and also worked at Powell Tate and Marina Ein PR, was told to turn over records related to his work for Manafort in anticipation of a grand jury appearance.

Manafort, who was Trump's campaign manager, received \$17 million in consulting fees during 2013 and 2014 from an outfit called European Center for a Modern Ukraine for supporting Ukraine's entry into the European Union.

The Center provided political backing for then-Ukraine President Viktor Yanukovich, who fled to Russia in 2014 during an uprising.

Podesta and Mercury failed to initially register their work in support of Manafort's effort, but both have filed retroactively. Mueller's PR subpoenas are part of the overall probe of Russia's meddling in the presidential election.

The *Washington Post* also reported that Mueller sent subpoenas to SGR LLC, which worked with ex-Trump National Security Adviser Michael Flynn. ○



## Bell Pottinger sanctioned for S.A. work

**B**ritain's Public Relations and Communications is expected to sanction Bell Pottinger for its campaign that stirred up racial tensions in South Africa.

In July, BP CEO James Henderson issued a "full, unequivocal and absolute apology" for the firm's work on behalf of former South African client Oakbay Capital, which is owned by the controversial Gupta family.

Critics charged the PR campaign bolstered the conglomerate by cashing in on the Guptas close ties with South African president Jacob Zuma while depicting opponents as agents of "white monopoly capital."

PRCA will publish its decision on BP during the week of Sept. 4.

Director Francis Ingham said in a statement the BP sanctions decision will be made "once it has been through the full and balanced process set out in our professional charter and codes of conduct, including any appeals."

Henderson, who has denied reports that he had resigned, told the *Guardian* that BP board is "considering all options" in the aftermath of the scandal. Those options could lead to Henderson selling his stake in the firm. ○

## PR firm pitches for Honduras

**W**ashington D.C.-based public relations firm Keybridge Communications has been hired to provide media outreach and monitoring services for the government of the Republic of Honduras.

FARA News



### NEW FOREIGN AGENTS REGISTRATION ACT FILINGS

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

**Benjamin Finbar Lagerstrom**, New York, NY, **registered Aug. 11, 2017 for Dominican Government Minister of Exterior** (Gilberto Acevedo), Santo Domingo, Dominican Republic, to foster better relations with the United States with the expressed purpose of helping the Dominican Republic meet its debt obligations and enhance its Standard & Poor's bond rating to a sustainable A-grade level. Plans also include endorsing New York Mayoral candidate Bo Dietl based on the belief that he would effectively stipulate the Sanctuary Cities directive issued by current Mayor DiBlasio and remove planned suspension of Federal Funds to the city of New York.

**Sonoran Policy Group**, Washington D.C., **registered Aug. 2 2017 for the Embassy of the Islamic Republic of Afghanistan** to engage with the executive and legislative branches of the US government, provide defense consulting services, give strategic advice regarding extremism/terrorism and promote democracy and direct investments, according to its contract.

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](http://www.senate.gov).

**Constantine Cannon, LLP**, Wash., D.C., **registered Aug. 21, 2017 for Class Action Fairness Coalition**, Washington, D.C., regarding class action legislation.

**Venn Strategies**, Wash., D.C., **registered Aug. 15, 2017 for Koch Companies Public Sector, LLC**, Washington, D.C., regarding issues related to commodities.

**Horizon Government Affairs**, Wash., D.C., **registered Aug. 23, 2017 for National Council on Aging**, Arlington, VA, regarding Medicare extenders, MIP-PA and SHIP outreach and funding, and diabetes self-management training in Medicare.

**Squire Patton Boggs**, Wash., D.C., **registered Aug. 17, 2017 for Alliance for Biosecurity**, Washington, D.C., regarding reauthorization of the Pandemic and All Hazards Preparedness Act.

**Ballard Partners**, Wash., D.C., **registered Aug. 14, 2017 for LG Electronics U.S.A.**, Englewood Cliffs, NJ, regarding advise on gov. policies/regulations.

According to Foreign Agents Registration Act documents filed in August, Keybridge will distribute press releases to the media with news regarding Honduras, will petition the media to interview and write articles about Honduran representatives and will also monitor the media for news of interest to the Central American nation.

Keybridge is performing the work on behalf of D.C.-based government consulting practice Gus West Government Affairs, which was hired by Honduras in February to improve bilateral relation between Honduras and the United States by arranging meetings with government officials and think tank policy organizations and informing those leaders of ongoing Honduran initiatives in a bid to establish the country as a top U.S. ally. ○

## JWI books Bulgaria

**J**efferson Waterman International has a five-month contract to work with Bulgaria with regards to the Global Magnitsky Act human rights law passed by Congress last year.

Co-sponsored by Sens. John McCain (R-AZ) and Ben Cardin (D-MD), GMA gives Washington the authority to deny US visas and freeze the American assets of anyone who has violated the rights of anti-corruption activists or human rights defenders.

The Commission on Security & Cooperation in Europe cites the marginalization of the Romani minority is Bulgaria's most pressing human rights problem while corruption continues to undermine public trust in its judiciary and other government institutions.

JWI will prepare all the "bureaucratic, comprehensive and detailed requirements necessary to bolster the client's case and advocate on its behalf before Congress," according to its agreement with Bulgaria.

The firm receives a \$50,000 retainer plus pre-approved expenses including business class travel. ○

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An abstract painting featuring several faces rendered in a cubist style, with a rich palette of greens, yellows, blues, and reds. The composition is dense and layered, with the faces appearing to emerge from a thicket of organic, plant-like forms. The overall effect is one of vibrant energy and human connection.

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