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Editor-in-Chief

# O'Dwyer's

The Inside News of **Public Relations & Marketing Communications** [odwyerpr.com](http://odwyerpr.com)

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## **NYS SEEKS PR TO PROMOTE CLIMATE ACT**

The New York State Energy Research and Development Authority wants PR proposals to build awareness and support for the Climate Leadership Community and Protection Act.



The selected firm will develop a narrative around the Empire State's clean energy and climate priorities, and provide rapid response communications, if necessary.

It will counter "headwinds" related to large scale land-based and offshore renewable energy

product developments, including unprecedented inflation and unforeseen supply chain issues.

The PR push also will address the challenges presented by lithium ion batteries, such as fires and other related safety issues.

The RFP lists PR duties such as creating topline clean energy messaging, drafting and placing op-eds/letters to the editor, pitching interview opportunities and facilitating story placement as needed to secure earned media.

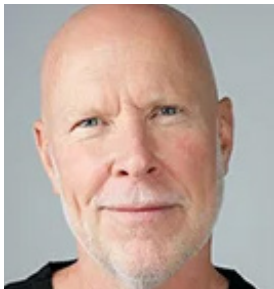
NYSERDA plans to issue a one-year \$500K contract for the clean energy promotion.

Responses are due April 8. They go to [NYSERDA's e-portal](#).

[Read the RFP \(PDF\)](#).

## **CHOBANI HIRES BOYD AS CCO**

Chobani names former BCW chief strategy & operating officer and Edeman chief client strategy officer Ben Boyd as its chief communications officer. Boyd was most recently SVP, global communications at Peloton and before that he served as VP, communications at Lowe's.



**Ben Boyd**

At Chobani, Boyd will take on responsibility for all the company's communications including external media relations, internal communications, impact communications and corporate reputation.

"Ben is a proven, people-first leader who believes deeply in the importance of collaboration and community, and we couldn't be happier to bring him on-board to help advance our mission of making good food for all," said Chobani founder and CEO Hamdi Ulukaya.

## **PR FIRMS POST MERE 1.8% GROWTH IN '23**



Nosediving technology spending, tumbling healthcare outlays and recession-jittery consumers jolted PR in 2023 as the 147 independent firms ranked by O'Dwyer's posted a paltry 1.8 percent growth to a combined \$4.7B in fee income.

That lackluster performance followed a robust 18.2 increase in 2022 and a 29.7 surge in 2021 as the nation emerged from the *(continued on next page)*

## **BERLINROSEN REBRANDS AS ORCHESTRA**

[BerlinRosen Holdings](#) has rebranded as Orchestra, a holding company of eight agencies with more than 600 staffers in 12 offices in the US.

The operating units include BerlinRosen, Inkhouse, Glen Echo Group, Derris, Message Lab, M18, Onward and Brightmode.



Jonathan Rosen is CEO of Orchestra, while Valerie Berlin serves as executive chair.

The partners will collaborate on joint business development opportunities and team staffing to meet client needs.

Orchestra clients are involved in the consumer, technology, climate & sustainability, education, healthcare, philanthropy, real estate, travel, hospitality and arts & culture sectors. The firm is backed by O2 Investment Partners.

## **SUPREME ACQUIRES HEALTH+COMMERCE**

Supreme Group, a healthcare commercialization platform, has acquired [Health+Commerce](#), a strategic PR and marketing shop based in Eagle (ID), serving the medtech and biotech sectors.



Launched in 2017, H+C has annual revenues in the \$10M range from clients such as AnHeart, Stoke, SetPoint Medical, Enovis, McKesson and Teleflex.



H+C will operate as a standalone unit within Supreme Group, headed by its current management team of Nicole Osmer (founder/president), John Osmer (COO), Krysta Pellegrino (chief client officer), and Nicole Beckstrand (EVP).

Nicole Osmer said joining Supreme will provide additional resources and support as her firm scales, and new growth opportunities for employees.

Supreme Group, which is headquartered in West Chester (PA), is backed by Trinity Hunt Partners private equity firm with more than \$2B in assets under management.

## **2024 O'DWYER'S RANKINGS** *(continued from page 1)*

COVID-19 pandemic.

Ranked firms reported a 1 percent drop in total yearend 2023 employment to 22,856 people.

The Big Ten firms registered 1.5 percent growth to \$3.1B and a 1 percent dip in workers to 15,151.

They were boosted by the debut of Avoq at the No. 10 position. Formed by the merger of Kivvit and Subject Matter, Avoq showed a 103.6 percent gain to \$89.3M.

### **Edelman Retains Spot as PR's Only \$1B Firm**

Despite a 3.7 percent dip in revenues to \$1.04B, Edelman retained its crown as being PR's only \$1B firm.

The flagship US region accounted for much of Edelman's revenues slippage as it registered a 9.1 percent drop in fee income to \$639M.

The EMEA sector rebounded during 2023, rising 7.1 percent to \$229M.

Latin America showed solid growth (+29.7 percent to \$35M) while the APAC region inched ahead by 1.7 percent to \$103M.

Canada was off 2.3 percent to \$32M.

Edelman's healthcare and technology practices struggled during the past year. They were down 12 percent and eight percent, respectively.

On the plus side: public affairs was up 19.5 percent, business-to-business rose 19 percent, food & beverage jumped 15.6 percent, and crisis increased 4.2 percent

Edelman released six Trust Barometer Reports in 2023 in the areas of healthcare equity, workplace trust, climate change, racial justice and consumer trust in brands.

The firm made a round of key hires during the year. They include Alex Thompson (global chair of corporate affairs and impact practices), Brian Buchwald (global head of product, trust data and technology).

Edelman upped Kirsty Graham (CEO, US), Ed Williams (president, international), Smita Reddy (global chair, food & beverage), Justin Westcoff (global chair, technology), Radina Russell (head of US corporate), Julian Payne (global chair, crisis) and Margot Edelman (GM, New York)

### **Kivvit, Subject Matter Form Avoq**

Kivvit and Subject Matter merged during 2023, which effectively doubled the size of their respective firms to revenues of \$86.9M.

Rebranded as Avoq, the firm ranks as a Top 10 independent shop, offering strategic communications, issue advocacy and creative content services from its five office network staffed by about 220 employees.

The new name speaks to the firm's position as a national advocacy and communications firm that invokes thinking, evokes emotion and provokes action, according to



**Nicole Cornish**

CEO Nicole Cornish.

She said Avoq applies its unique combination of data-informed policy expertise, message strategy and content creation to motivate key stakeholders.

It works to elevate ideas, build brands and tackle reputational or policy challenges.

"Starting with a channel-agnostic lens, while staying laser-focused on audience behaviors, we set strategy for a blended communications approach to break through the noise," said Cornish.

Avoq maintained the executive leadership teams of its predecessor firms, including managing partners Steve Elmendorf, Paul Frick, Jimmy Ryan, Dan Sallick, and Eric Sedler.

### **RF Focuses on Growth Drivers**

Ruder Finn CEO Kathy Bloomgarden guided her firm to 10 percent growth in fee income to the \$175.5M during 2023.

A focus on three key drivers of growth sparked Ruder Finn's upbeat financial performance.

Bloomgarden said the firm invigorated its pioneering TechLab designed to help companies identify and pilot new technologies for smarter engagement; transformed the agency into a fully integrated marketing shop focused on today's business impact and challenges; and expanded its footprint and talent across tech-forward skill sets.

The New York-based firm, which has been in business for more than 75 years, doubled down on internal communications, crisis PR, generative AI and digital marketing to meet the growing needs of clients.

During 2023 and early 2024, Ruder Finn made three digital marketing acquisitions. They include Pandan Social (Malaysia), Atteline (United Arab Emirates) and Flightpath (New York).

Those acquisitions support the firm's shift to a full-service integrated marketing consultancy and reinforce its strategic expansion by supporting the teams that it already has have in place.

"Ruder Finn has defined and redefined PR for over 75 years, shaping communications that moves industry-defining brands, companies, and leaders from what's now to what's next," said Bloomgarden.



**Kathy Bloomgarden**

### **'Historic Shutdown of Capital Markets' Hurts ICR**

ICR posted a 9.1 percent fee income decline to \$146.2M in 2013 as it felt the impact of the historic shutdown of the capital markets, including IPOs and M&As.

CEO Tom Ryan said his firm continued to support the business communications needs of hundreds of companies across industry sectors and played a full role in consequential corporate situations and events.

"We applied considerable focus to strengthen and expand the ICR platform, completing three acquisitions during the year: Consilium,



**Tom Ryan**

*(continued on next page)*

## 2024 O'DWYER'S RANKINGS *(continued from page 2)*

a European healthcare agency; Lumina, a Palo Alto-based, B2B tech PR firm; and Bullfrog + Baum, a consumer PR firm that was combined with ICR's existing consumer PR team to form Blue Engine LLC," said Ryan.

The acquisitions expanded ICR's PR group to more than 180 staffers. The firm also introduced new and expanded offerings in the areas of investor access, ESG advisory, event management and crisis communications while further investing in critical data analytics and Generative AI capabilities.

ICR used 2023 to expand its global footprint, add new team members, and forged a more diversified service offering "We are well positioned for 2024, particularly with the expected return of more normalized capital markets activity in latter part of the year," said Ryan.

### Finn Navigates Way through Tech Turbulence

Finn Partners was not immune to the shifts and turbulence in the technology sector, but its new client wins and expansion of existing relations helped stabilize the overall business, according to CEO Peter Finn.



**Peter Finn**

The firm's fee income dipped just 1.0 percent in 2023 to \$195.4M as it added 175 new clients.

Finn's fast-growing consumer segment picked up 36 new clients including Mazda, Country Archer, Kodiak Cakes, Nature's Path, Oatly, Stag's Leap Wine Cellars and Wild Planet.

The firm's sports portfolio grew with National Women's Soccer League and USA Fencing.

Organically, Finn got boosts from Honeywell, 2K Games, IEEE, Little Caesars, World's 50 Best Restaurants and Net-scout.

Finn made three acquisitions to deepen its expertise and expand the global footprint.

Those pick-ups including: outre' creative, a creative and digital design agency specializing in financial services; Hyderus, an international health-focused communications and policy firm; and C. Blohm & Associates, a PR and content marketing agency with expertise in B2B education and education technology.

With the increased business turbulence and volatility, Finn said his firm is a trusted counselor and creative steward to clients, helping them grow in a rapidly changing world.

"Our journey is a textbook case study in how creating a culture of shared values, delivering excellence for clients, and using our superpowers for good has proven to be the best formula for ongoing success," he added.

### Real Chemistry Benefits from AI Investments

Real Chemistry bucked the downward revenues trend in 2023 as its fee income rose 7 percent to \$595M.

"The investments we've made in data and AI continue to outperform, as the pace of change accelerates toward digital and omnichannel engagement, said CEO Shankar Narayanan, CEO of Real Chemistry.

He said Real Chemistry's precise targeting of healthcare providers and patients has become essential to pharmaceutical marketers.

"Our 5-year CAGR of 24% is testament to our ability to forge successful relationships with clients and continually expand how we work with them to bring their important therapies to patients and healthcare providers," added Narayanan.

Real Chemistry acquired TI Health, a data-driven marketing and predictive analytics company that delivers omnichannel healthcare provider engagement, insights and activation solutions, during the past year.

In early 2024, it added Aviant Healthcare to expand its medical communications capabilities across the entirety of the drug commercialization lifecycle.

Narayanan realigned Real Chemistry's organizational structure into six key capability areas and best-in-class centers of expertise: activation, advertising, analytics and insights, integrated communications, medical and targeting.

He said that fits the firm's "strategic vision – to provide best-in-class and fully integrated solutions for clients across the marketing and communications continuum."



**Shankar Narayanan**

### French|West|Vaughan Grows 7%

CEO Rick French led French|West|Vaughan to a 7 percent increase in 2023 fee income to \$40.1M.

The firm benefited from new business wins and assignments from Guinness World Records, Crocs, Heaven Hill Distillery (Deep Eddy Vodka), Andrew Jackson Hermitage, Bahamas Ministry of Tourism, Taylor Sheridan's Bosque Ranch Coffee, Pepsi Bottling Ventures, Steakhouse Elite, PureTalk Wireless (AT&T) and Natural Balance Pet Foods.

F|W|V's consumer marketing practice accounts for roughly 73% of the annual fee income in specialty areas such as apparel & fashion, food & beverage (including wine & spirits), destination marketing, entertainment and branded content, retail marketing, animal health & wellness, outdoor sports & leisure, and on-the-go lifestyle connectivity.

In 2023, French acquired Detroit-based The Millerschin Group, an automotive and manufacturing industry focused B2B PR firm; and sold CGPR, a Boston-area firm that it initially acquired in 2020.

The agency's audited fee income does not include revenue from its Prix Productions longform content division, a \$45M+ company that develops, co-finances and produces films, documentaries, and television series for a number of major Hollywood studios.



**Rick French**

### Stanton Punches Above its Weight

Stanton grew 5.5 percent to \$11.1M as it added new financial clients to its roster, including Empower, The Connor Group, Leste Group, and Palm Tree Advisors.

The firm successfully executed its strategy to diversify its financial client base with solid wins across the real estate investment, financial consulting, private investment, retirement and wealth management sectors. *(continued on next page)*

## 2024 O'DWYER'S RANKINGS *(continued from page 3)*

Stanton also led communications on more than 75 mergers, acquisitions and recapitalizations of businesses last year.

“The level of customer service and results that our team consistently delivers has made Stanton a partner of choice for financial brands, several of whom have worked with us for over a decade,” said Charlyn Lusk, managing director.



**Charlyn Lusk**

“Clients know that we punch above our weight by bringing senior professionals and true strategy to every engagement, and they rely on us as an integral part of their team whose work helps achieve their business goals.”

Noting that Stanton is active in executing digital, design and marketing work, Lusk said the firm is well positioned to create a unified, seamless, client-centric experience across channels and activities for clients.

### 5WPR Bolsters its Brand

Co-CEOs Matt Caiola and Dara Busch led the New York-based firm to two workplace awards—Ragan’s Top Workplaces in Communications list and Digiday WorkLife Employer of the Year Finalist—and launched a new digital agency, HOW.

An extension of the 5W brand, which was named after the five Ws of journalism: who, what, when, where and why, The HOW Agency strategically applies those continued principles of communication to the digital experience.



**Dara Busch, Matt Caiola**

“Every digital agency can pull together the same laundry list of services, but it’s the people running the show who will keep your brand fresh and spotless,” said Caiola. The firm also expand its c-suite and executive teams, welcoming chief financial officer Peter Greer from WPP, and executive VPs Jarrod Bull from Yard NYC and Robyn Wellikoff from Spectrum Science, as well as Cory Crayn and Kara Silverman who both returned to the agency from TodayTix Group and Clarity, respectively

5WPR reported \$61.6M in fees, which was down 2.1 percent, during its 21st year in business.

It added clients Royal Air Maroc, PatientFi, Turismo de Lisboa, and Skyscanner, and picked up business from legacy accounts like Webull and It’s A 10 Haircare.

### Rise in Gross Billings Boosts Coyne PR

Coyne Public Relations slipped 4.2 percent to \$37.4M during 2023 but the revenue shortfall was compensated by a \$5.8M jump in gross billings.

CEO Tom Coyne attributes the billings growth to innovative expansions in integrations, influencer engagements, and a vibrant return to in-person events.

The New Jersey firm, which counts Hilton, Shell, Humana, Orangetheory Fitness, CeraVe and Pacira BioSciences as clients, collected about 50 PR industry awards in 2023.

The agency stepped up its commitment to nurturing talent via investment in Coyne College, an in-house educational initiative complemented by a comprehensive digital learning library.

“This initiative underscored a deep-rooted culture of continuous improvement and learning,” said Coyne.

Looking to 2024, Coyne PR is poised to continue advancing employee growth and employing data-driven strategies to navigate the ever-evolving PR landscape.

Coyne said his firm “is not just an agency; it’s a beacon of excellence in public relations.”



**Tom Coyne**

### First Woman Takes Helm at G&S

G&S Business Communications used 2023 to carry out the planned CEO succession plan as Anne Green took over for Luke Lambert upon his retirement from the firm.

Green, who joined G&S in 2018 as part of its acquisition of CooperKatz, became the first woman to head the firm. She held the CEO slot at CooperKatz.

Green is now responsible for agency performance, operations, growth, innovation, culture and the continued evolution of its fully integrated suite of marketing and communications services.

Brian Hall was promoted to president, where he is in charge of client service; and Kate Threewitts was upped to the shop’s first-ever chief people officer role.

Chief growth officer Steve Halsey completed his tenure as the global chair of Page Up, successfully leading the premier professional association for senior strategic communication leaders on its return to in-person events and programming post-pandemic.

G&S had a mixed year in terms of 2023 performance as fee income dipped 6.1 percent to \$26.9M.

Clients tightened their budgets at the beginning of the year due to concerns about a possible recession.

The firm’s integrated communications offering opened up new opportunities, including significant growth in paid media activity to support client campaigns.

As 2023 closed out, G&S enjoyed some significant new business wins in the healthcare and the advanced manufacturing space.

### Racepoint Global Weathers the Storm

Tech heavy Racepoint Global focused on weathering the storm in 2023 as net fee income fell 17.2 percent to \$9.1M.

Early-year decisions by tech giants to cut costs created an industry-wide ripple effect, noted Bob Osmond, making it clear in Q1 that 2023 was not going to be a year of financial growth.

“Our focus was on deepening existing client relationships, refining and expanding our offerings, and continuing to invest in building a rewarding employee experience,” he said.

Noting that Racepoint’s average client tenure remains at five years, Osmond said companies continue to entrust us to deliver more services across our *(continued on next page)*



**Anne Green**

## 2024 O'DWYER'S RANKINGS *(continued from page 4)*

portfolio, from executive thought leadership and owned content to live influencer and media events to visual content from RPG Studios.” Organic growth accounted for about 60 percent of new revenue during 2023.



**Bob Osmond**

Semiconductor and Sensera Systems( on March 26.

Osmond said 2024 is all about acceleration. “We are investing in new services and continued training and development for our people,” he said. “We believe our focus on culture is why our involuntary turnover rate remains in the low single digits.”

### The Bliss Group Invests in Places, Products, People

The Bliss Group, which posted a 6.9 percent rise in revenues to \$22.2M, used 2023 to focus on making a series of strategic investments in places, products and people.

The firm expanded its geographic footprint internationally, opening its first London office to provide best-in-class service to clients with a European presence across professional services, financial services, healthcare, and impact sectors.



**Cortney Stapleton**

“As the second largest financial services hub in the world and a growing center for healthcare innovation, London is a logical place for Bliss to deepen our presence and better support clients with an international footprint,” said Cortney Stapleton, CEO of Bliss. “We are excited to engage with new companies looking for creative ways to drive impact through insight while continuing to support our US-based partners.”

Bliss also partnered with Next Practices Group to launch Bliss Bio Health (BBH), a sister life sciences marketing agency. BBH aims to disrupt the healthcare ecosystem by integrating the science, patient experience, and business of health to create a real white space in healthcare and better remove the barriers to optimal care.

The foundation of Bliss’ insight-driven work was supported by the formation of its research & analytics team, which leverages proprietary research, analytics, brand strategy and award-winning innovations to better understand our clients and the audiences they serve.

Bliss also appointed Reed Handley, Alexis Odesser and Sally Slater as the agency’s first ever group of executive VP, reflective of their deep expertise in growth, client service and innovation. The firm also named Ken Kerrigan as co-lead of the professional services practice.

## ORANGE CO. NEEDS PR FOR AMTRAK

The Orange County Transportation Authority is looking for a strategic communications firm to promote ridership on the Amtrak Pacific Surfrider rail line.

The 351-mile line, which has an annual ridership of about 3M, is the second busiest intercity rail corridor in the US.

The Los Angeles-San Diego-San Luis Obispo route serves 29 stations and travels through six coastal counties of southern California.

The selected firm will “cultivate awareness, positive brand associations, and visibility of the Pacific Surfliner through experiential marketing, in-person events, and other advertising and marketing efforts,” according to the RFP.

The Authority has budgeted \$500K for a one-year program.

Responses are due April 9. They go to: Orange County Transportation Authority; Contracts Administration and Materials Management; P.O. Box 14184; Orange, CA 92863-1584; Attention: Gina Torres, Contract Administrator

[Read the RFP \(PDF\)](#).



## WEBER SHANDWICK LANDS ZELLE

[Weber Shandwick](#) picks up AOR duties for Zelle parent company, Early Warning Services. In addition to promoting the digital payments company, Weber will raise awareness for Paze, Early Warning Services’ online checkout solution slated for general consumer availability later this year.

The agency will also handle media relations, executive communications, social media and influencer strategy support.

“Weber Shandwick’s forward-thinking approach to the client-agency partnership makes them the natural choice to help us expand our reach in communicating about innovative payment and online shopping tools consumers can trust,” said Early Warning Services VP of communications Jane Khodos.



## MARIN REJOINS LLYC AS US GM

LLYC has announced that Yndira Marin has rejoined the Madrid-based firm as director of operations and GM for the US.

She was at the Council of the Americas for the past four years, exiting in January as senior director and co-chair of its Bravo Business Awards program.

Prior to joining the Council, Marin was director of LLYC’s Miami office, leading multinational accounts for clients in the airline, technology, logistics, healthcare and NGO sectors.

She also did PA stints at Burson-Marsteller and Newlink, and was program specialist at the Organization of American States.

Alejandro Romero, CEO of LLYC, called Marin a “valuable and strategic addition” to its US business as it pursues “our growth plan in in the world’s most important market for our industry.”



**Yndira Marin**

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# O'DWYER'S RANKINGS OF PR FIRMS WITH MAJOR U.S. OPERATIONS

Firm	2023 Net Fees	FT Employees	% Change from 2022
1. Edelman, New York, NY	\$1,037,907,000	6,116	-3.9
2. Real Chemistry, San Francisco, CA	595,000,000	2,199	7.0
3. Inizio Evoke, New York, NY	340,300,000	1,513	-7.5
4. APCO, Washington, DC	229,300,000	1,190	23.0
5. Finn Partners, New York, NY	195,400,000	823	-1.0
6. Ruder Finn Inc., New York, NY	175,500,000	1,140	10.0
7. ICR, New York, NY	146,212,734	418	-9.1
8. Zeno Group, New York, NY	143,959,607	747	4.0
9. Prosek Partners, New York, NY	105,115,000	370	14.7
10. Avoq, Washington, DC	89,331,546	219	103.6
11. Spectrum, Washington, DC	80,000,000	275	6.4
12. 5W Public Relations, New York, NY	61,600,868	234	-2.1
13. Hotwire, New York, NY	58,034,400	430	-2.8
14. imre, LLC, Baltimore, MD	55,000,000	250	12.2
15. Hunter, New York, NY	51,200,000	247	21.0
16. MikeWorldWide, New York, NY	49,105,335	191	-7.5
17. Padilla, Minneapolis, MN	45,849,220	188	-10.0
18. French   West   Vaughan, Raleigh, NC	40,082,838	147	7.0
19. Fahlgren Mortine (includes TURNER) Columbus, OH	39,219,271	218	even
20. Citizen Relations, Los Angeles, CA	39,100,000	240	11.4
21. Coyne PR, Parsippany, NJ	37,434,373	169	-4.2
22. Crosby, Annapolis, MD	36,498,665	116	20.1
23. Highwire PR, San Francisco, CA	35,794,913	135	5.3
24. Matter Communications, Boston, MA	35,124,000	225	-11.1
25. Jackson Spalding, Atlanta, GA	34,794,719	152	24.2
26. Havas Formula, New York, NY	30,064,059	136	-12.7
27. PAN Communications, Boston, MA	28,934,140	167	-6.5
28. Walker Sands, Chicago, IL	28,126,652	153	-7.8
29. Inkhouse, Waltham, MA	26,994,761	128	1.6
30. G&S Business Communications, New York, NY	26,866,566	134	-6.1
31. Hoffman Agency, The, San Jose, CA	26,706,000	61	1.5
32. Taylor, New York, NY	26,460,846	101	even
33. Palladian Partners, Inc., Silver Spring, MD	25,065,120	103	even
34. Vested, New York, NY	24,705,000	65	4.0
35. JPA Health, Washington, DC	24,326,000	91	21.8
36. Bliss Group, The, New York, NY	22,244,562	92	6.9
37. Zimmerman Agency, Tallahassee, FL	21,750,000	57	15.1
38. J/PR, New York, NY	21,441,000	110	25.3
39. Lambert, Grand Rapids, MI	21,071,000	88	4.0
40. Regan Communications Group, Boston, MA	20,117,206	119	even
41. Marathon Strategies, New York, NY	19,716,633	62	even
42. Gregory FCA, Ardmore, PA	18,141,969	96	-10.6
43. LaunchSquad, San Francisco, CA	18,088,898	108	-10.2
44. Bospar, San Francisco, CA	14,046,076	72	-22.8
45. rbb Communications, Miami, FL	13,465,212	67	-5.8
46. Vault Communications, Plymouth Meeting, PA	12,809,947	53	1.5
47. Sam Brown Inc, Wayne, PA	12,362,428	26	8.2
48. Cognito, New York, NY	12,322,322	79	-6.1
49. 360PR+, Boston, MA	12,200,000	62	10.0
50. Moore, Inc., Tallahassee, FL	12,087,008	46	2.0
51. Davies Public Affairs, Santa Barbara, CA	11,975,000	34	2.0
52. MP&F Strategic Communications, Nashville, TN	11,643,543	61	-1.0
53. Bader Rutter & Associates, Inc. Milwaukee, WI	11,400,000	40	-6.5
54. Greentarget Global LLC, Chicago, IL	11,163,868	51	12.2
55. Stanton, New York, NY	11,052,598	40	5.5
56. Lee Andrews Group, Los Angeles, CA	10,773,989	51	84.1
57. Ascend Agency, Irvine, CA	10,762,861	13	40.4
58. MMGY NJE, New York, NY	10,525,265	48	10.7
59. Hahn Agency, Austin, TX	10,054,984	52	7.5
60. Health+Commerce, Eagle, ID	9,897,728	27	23.4
61. Pierpont Communications, Houston, TX	9,887,530	33	-10.7
62. Fiona Hutton & Associates, Inc., Los Angeles, CA	9,711,727	25	26.6
63. Lou Hammond Group, New York, NY	9,709,612	45	7.1
64. Dukas Linden Public Relations, New York, NY	9,461,299	31	1.0
65. Infinite Global, New York, NY	9,413,881	44	10.4
66. Racepoint Global, Boston, MA	9,131,436	41	-17.2
67. IW Group, Inc., West Hollywood, CA	8,344,836	17	15.1
68. MMGY Wagstaff, Los Angeles, CA	7,888,608	54	even
69. Caliber Corporate Advisers, New York, NY	7,880,212	40	26.7
70. Global Gateway Advisors, New York, NY	7,792,000	24	1.5
71. V2 Communications, Boston, MA	7,434,686	29	-4.8
72. Alloy, Atlanta, GA	7,365,122	55	112.4
73. Berk Communications, New York, NY	7,349,984	27	-18.5

# O'DWYER'S RANKINGS OF PR FIRMS WITH MAJOR U.S. OPERATIONS

Firm	2023 Net Fees	FT Employees	% Change from 2022
74. Trevelino/Keller, Atlanta, GA	7,298,564	39	5.5
75. Sachs Media, Tallahassee, FL	7,212,544	40	2.5
76. Raffetto Herman Strategic Communications, Seattle, WA	7,148,477	36	-7.8
77. Singer Associates Public Relations, Inc., San Francisco, CA	7,099,153	16	5.7
78. Communications Strategy Group (CSG), Denver, CO	6,896,487	40	4.9
79. Standing Partnership, St. Louis, MO	6,787,390	26	16.3
80. TruePoint Communications, Dallas, TX	6,780,564	36	1.0
81. BackBay Communications, Boston, MA	6,612,990	33	15.0
82. Rasky Partners, Inc., Boston, MA	6,226,714	26	14.8
83. Fish Consulting, Fort Lauderdale, FL	5,652,398	30	3.8
84. Champion Management Group, Dallas, TX	5,577,840	40	-5.9
85. Otter PR, St. Petersburg, FL	5,468,946	39	26.7
86. Kiterocket, Phoenix, AZ	5,416,131	35	-1.2
87. Zapwater Communications, Inc., Chicago, IL	5,296,753	37	15.8
88. Franco, Detroit, MI	5,028,645	31	31.3
89. Scenario Communications, Los Angeles, CA	5,000,000	24	-9.1
90. L.C. Williams & Associates, Chicago, IL	4,914,372	22	1.0
91. Public Communications Inc., Chicago, IL	4,892,327	29	2.0
92. Cura Strategies, Arlington, VA	4,782,897	20	15.2
93. BRG Communications, Alexandria, VA	4,600,750	26	24.0
94. BLAZE, Santa Monica, CA	4,500,000	12	even
95. Tunheim, Minneapolis, MN	4,458,000	22	-7.1
96. CashmanKatz, Glastonbury, CT	4,365,000	26	11.0
97. Belmont Partners, Minneapolis, MN	4,319,848	21	26.9
98. The Sway Effect, New York, NY	4,300,000	20	2.3
99. MCS Healthcare Public Relations, Bedminster, NJ	4,246,571	18	14.1
100. Tier One Partners, Boston, MA	3,935,557	22	3.7
101. Inspire PR Group, Westerville, OH	3,827,000	16	-7.3
102. Ehrhardt Group, The, New Orleans, LA	3,772,057	18	20.0
103. Red Thread PR, Philadelphia, PA	3,610,316	16	3.0
104. Boardroom Communications, Inc., Ft. Lauderdale, FL	3,600,000	19	even
105. Slide Nine Agency, Columbus, OH	3,353,043	22	3.0
106. MediaSource, Columbus, OH	3,316,469	18	5.5
107. Gatesman, Pittsburgh, PA	3,199,597	35	9.9
108. SPM Communications, Dallas, TX	3,154,291	18	even
109. Global Situation Room, Washington, DC	3,047,424	10	15.3
110. Beehive Strategic Communication, St. Paul, MN	3,023,625	11	-10.0
111. Hewes Communications, New York, NY	2,954,959	7	11.9
112. The TASC Group, New York, NY	2,840,436	14	-5.4
113. Perry Communications Group, Inc., Sacramento, CA	2,726,139	11	2.0
114. Ripp Media/Public Relations, Inc., New York, NY	2,700,000	7	even
115. Stanton Communications, Washington, DC	2,568,787	12	even
116. AMP3 Public Relations, New York, NY	2,551,467	15	49.8
117. Akrete, Evanston, IL	2,496,681	7	4.6
118. Violet PR, Montclair, NJ	2,319,093	13	40.3
119. PSC (Princeton Strategic Communications), Trenton, NJ	2,189,814	12	13.2
120. Landis Communications, San Francisco, CA	2,057,000	6	-3.2
121. Karbo Communications, San Francisco, CA	2,015,222	23	-36.0
122. Marketing Maven Public Relations, Camarillo, CA	2,006,318	14	5.0
123. Firecracker PR, Brea, CA	1,810,000	7	-4.6
124. BizCom Associates, Plano, TX	1,805,483	19	3.0
125. Lavidge, Phoenix, AZ	1,798,324	65	-13.2
126. Lowe Group, Wauwatosa, WI	1,719,524	7	6.7
127. O'Malley Hansen Communications, Chicago, IL	1,660,883	7	-6.3
128. Pineapple Public Relations, Chamblee, GA	1,603,845	17	16.1
129. Buttonwood Communications Group, New York, NY	1,543,167	7	3.9
130. Butler Associates, LLC, New York, NY	1,539,970	5	2.9
131. Milk & Honey PR, New York, NY	1,538,082	8	-11.5
132. Rosica Communications, Fairlawn, NJ	1,447,301	9	-13.0
133. Hemsworth Communications, Fort Lauderdale, FL	1,426,693	16	-11.2
134. Bob Gold & Associates, Redondo Beach, CA	1,395,800	8	29.0
135. Virgo PR, New York, NY	1,250,000	3	-43.2
136. 3E Public Relations, Pine Brook, NJ	1,163,169	8	1.1
137. Superior PR, Chicago, IL	1,141,874	5	5.5
138. Buchanan Public Relations, Bryn Mawr, PA	1,092,075	7	-22.3
139. CommCentric Solutions, Inc., Tampa, FL	1,038,810	9	26.6
140. Shiftology, Springfield, OH	1,009,633	9	6.7
141. Bianchi Public Relations, Troy, MI	944,715	5	-13.9
142. Lawlor Media Group, New York, NY	763,361	3	18.6
143. Hoyt Organization Inc., The, Torrance, CA	740,000	7	-38.3
144. Reya Communications, Doral, FL	677,420	2	7.5
145. Pugh & Tiller PR, LLC, Annapolis, MD	599,147	3	even
146. Feintuch Communications, New York, NY	592,364	3	-40.8
147. Wordhampton Public Relations, Inc., East Hampton, NY	581,396	5	even