



**Kevin McCauley**  
Editor-in-Chief

# O'Dwyer's Newsletter



**The Inside News of  
PR and Marketing  
Communications**

**271 Madison Ave., New York, NY 10016**  
**212/679-2471. Fax: 212/683-2750**  
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## HORIZON RFP TARGETS MENTAL HEALTH PUSH

The Horizon Foundation, the largest independent philanthropy in Maryland, is floating an RFP for a 12-month social media campaign to encourage people needing mental health services to get treatment.



The \$300K contract will have an option to renew for extra years based on performance.

An estimated 20 percent of the population suffers from mental illness, but only 40 percent of that group seeks help.

Columbia-based Horizon wants a social push to “normalize treatment and reduce the stigma connected with obtaining mental health services,” according to the RFP.

It is particularly interested in reaching Asian-Americans, African-Americans and Latinos because minority populations receive treatment at disproportionately lower rates than the White population.

Interested firms need to contact senior program officer Tiffany Callender at [tcallender@horizonfoundation.org](mailto:tcallender@horizonfoundation.org) by Aug. 15.

Responses are due Sept. 14. Project start date is Oct. 15 and the marketing push will begin by March.

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

## MEDICAL ASSOCIATION ISSUES PR RFP

The American Academy of Family Physicians seeks a public relations firm to broaden its communications capabilities and establish a well-rounded PR strategy.

The AAFP advocates on behalf of U.S. public health issues as well as the family physician community. The Leawood, KS-based professional association represents more than 130,000 physicians and medical students.

The chosen firm would aid in kicking off a multi-year, multi-channel, multi-discipline effort to support AAFP’s goal of elevating the role and perception of family medicine as well as to position the AAFP as the voice of America’s physician community on public health issues.



Proposal submissions should be emailed to Cristi Allen, AAFP communications director, [callen@aaafp.org](mailto:callen@aaafp.org). Submissions can also be mailed to:

Cristi Allen, Communications Director  
American Academy of Family Physicians  
11400 Tomahawk Creek Parkway  
Leawood, KS 66211-2672

Deadline for proposal submissions is Aug. 15.

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

## B-M FOCUSES ON CHINESE SPY GEAR MAKER

Burson-Marsteller Washington handles public policy and PA issues for high-flying Hikvision, the China-government affiliated dominant maker of video surveillance systems.



Hikvision, a leader in facial-recognition technology, has its cameras operating throughout cities in China as well as in American airports, prisons, schools and homes. They are used in US military bases and had been installed in the embassy in Kabul

until removed in 2016.

Critics who are concerned with security issues worry that Hikvision cameras could be sending footage to Beijing, which owns a 41.6 stake in the Shenzhen Stock Exchange-listed company.

Bloomberg on July 25 said the stock of Hikvision, which had a market valuation on par with Alphabet and Facebook, has been under pressure due to the rise in US-China tensions and the slowing of the Chinese economy.

B-M’s May 30 engagement letter with Hikvision calls for a \$25K monthly retainer for the WPP unit through Dec. 31.

The firm’s services include issues management, external PR, message development, fact sheets, media relations/monitoring.

## WEBER SHANDWICK BOLSTERS CRISIS TEAM

Weber Shandwick has hired Sarah Tyre, who was Burson-Marsteller's New York crisis lead, and Marc Drechsler, ex-head of Ketchum’s financial communications practice, as executive VPs in New York.

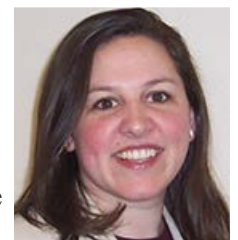
Tyre spearheaded B-M’s cybersecurity specialty, dealing with data breaches, inadvertent data loss or exposure, privacy and cyberattacks.

She’ll be in charge of the cyberincident team within Weber Shandwick's crisis and issues group.

Drechsler was co-founding partner at Ketchum’s Pleon Financial.

He will lead Weber Shandwick's financial communications operation, handling global capital markets positioning and special situations.

Pete Duda, executive vice president/co-lead of Weber Shandwick’s global crisis & issues unit, expects the special counsel savvy of Tyre and Drechsler, will be "essential assets to our clients and our team.”



**Sarah Tyre**

## FLEISHMAN TO MERGE LPP UNIT

FleishmanHillard announced that it will merge its LPP operation, the Boston-based healthcare and technology shop formerly known as Lois Paul & Partners, with the Omnicom PR unit's existing Beantown office.



**John Isaf**

The combined entity will henceforth operate under the Fleishman-Hillard banner. The global PR firm reported that a transition team plans to have all talent, systems and operations fully integrated by the end of the year.

The two offices, which have collaborated on a number of projects in recent years, are co-located and will remain at their current address.

LPP was founded in 1986 by Lois Paul. The agency, which previously maintained a second office in Austin, TX, was acquired by FH in 2000.

John Isaf, a Weber Shandwick veteran who formerly ran that agency's Boston corporate practice before moving to FH last year as senior vice president and senior partner, will manage the newly-combined Boston office.

LPP managing director Melissa Zipin, who's been with that agency since 1998, joins FH as a senior vice president and senior partner and becomes a part of the office's leadership team.

## CISION CALLS SPRATTO COO

Marketing software giant Cision announced that it has appointed Autodesk veteran Gregg Spratto as the company's global chief operating officer.

Spratto was stationed at CA-based software/services company Autodesk for 20 years, most recently serving as vice president of operations.

Cision in a statement said Spratto's appointment was borne out of a focus to integrate its recently-acquired technologies into its signature Cision Communications Cloud platform.

Spratto will be based in Cision's New York office.

## FORMER DNC CHIEF DACEY EXITS MWWPR

Amy Dacey, who was chief of the Democratic National Committee, is no longer executive VP-issues management /PA and managing director of MWWPR's Washington outpost.

She joined MWWPR in 2017 after being ousted at the DNC before the 2016 presidential race in the wake of the WikiLeaks scandal and allegations that the organization showed favoritism to the Hillary Clinton campaign.

Prior to the DNC, Dacey served as national political director at Keep America's Promise (John Kerry's political action committee), government relations director at the Service Employees International Union and executive director of Emily's List.

MWWPR CEO Michael Kempner told O'Dwyer's that the independent firm is conducting a search for Dacey's replacement.



**Amy Dacey**

## MEDIA MANEUVERS

**Tribune Media** has terminated its merger agreement with **Sinclair Broadcast Group** and sued Sinclair for breach of contract. The \$3.9 billion deal would have added Tribune's 42 TV stations in 33 markets to Sinclair's 192 current stations. Last month, the FCC voted to refer the proposed merger to an administrative law judge to review questions about the amount of control Sinclair would maintain over several stations it was divesting in order to comply with FCC regulations. Tribune is expected to look for another buyer.



**HBO** is teaming up with news and information website **Axios** for a documentary series of news-oriented specials set to debut in time for the midterm elections. The specials are expected to combine breaking news content, exclusive interviews and short profiles. Axios was started in 2016 by Politico co-founder Jim VanderHei, Politico's former chief White House correspondent Mike Allen and former Politico chief revenue officer Roy Schwartz.

**Kate Lewis** is stepping into the chief content officer role at **Hearst** that was vacated by Joanna Coles. Lewis has been with Hearst Magazines Digital Media since 2014, most recently as senior vice president and editorial director. Before that she was senior vp, editorial director & content operations at digital publisher Say Media. Her resume also includes considerable print experience, including a 10-year stint as managing editor at *Self*.

**NewTV**, the mobile video startup from **Jeffrey**

**Katzenberg** and **Meg Whitman**, has attracted \$1B in seed capital. The venture, scheduled to launch by the end of 2019, will consist of short-form programming tailored to be viewed on smartphones. Katzenberg said there will be a two-tiered subscription structure: a plan with no ads and an "advertising-light" option. The company will not produce shows, instead relying on licensed programming.



**Jeffrey Katzenberg**

**The Walt Disney Company** CEO **Bob Iger** says that its new streaming service, slated for next year, will likely be positioned as a lower-cost option to Netflix. One reason for that is what Iger says is the smaller amount of content the service will have in relation to the streaming giant. Iger says that the company feels little need to rush to acquire more content, since "the only place people will be able to get Disney-Pixar, Star Wars and Marvel product will be here."

**Snapchat** lost two million daily users in the second quarter, the company says, the first quarterly drop it has reported. Analysts had expected a gain of nearly two million users. The drop is being interpreted as a possible sign of slowing growth for social media. A portion of the blame is being placed on a poorly received redesign in February. Snapchat has also been impacted by the growing prominence of Instagram Stories, which reports that it has 300 million daily active users.



## **MMGY ACQUIRES U.K. TRAVEL SHOP**

Travel, hospitality and entertainment marketing agency MMGY Global has acquired London-based luxury travel, spa and property PR agency Grifco.

Financial terms of the deal, which also includes London-based sister agency Ophir PR, were not reported.



Grifco, which was founded in 2002, counts clients in the travel, spa and beauty industries. Ophir, which also focuses on the hotel, travel and tourism industry, launched in 2011.

Grifco will henceforth be known as Grifco, an MMGY Global company, while Ophir PR will continue to operate as a separate brand. Both agencies will become part of MMGY's London operation.

Claire Griffin, founder of both agencies, will continue to oversee Grifco as managing director and Ophir PR as executive director and will partner with MMGY to grow the agency's luxury travel footprint in Europe.

MMGY global CEO Clayton Reid told O'Dwyer's that the deal would further expand its U.K. presence and European footprint.

The deal marks MMGY's fifth acquisition since 2016 and is the result of a significant private equity investment the agency received from Peninsula Capital Partners and Fine Equity Partners.

MMGY in 2016 acquired Los Angeles-based lifestyle and travel firm Myriad International Marketing; New York-based hotel, destination and lifestyle shop NJFPR and travel and tourism market research firm DK Shifflet. In 2017, it acquired U.K.-based travel and tourism firm Hills Balfour.

Kansas City-headquartered MMGY, founded in 1981, now staffs more than 400 employees worldwide.

MMGY Global was financially advised in the transaction by Grant Thornton and legally advised in the U.S. by Foley & Lardner and in the U.K. by Duane Morris. Grifco was advised on the transaction by Newlawslegal on legal matters and by tax advisors Warrenner Stewart.

## **BNY MELLON RECRUITS TSAI FOR CMO POST**

Brenda Tsai, who was senior VP & global head of strategic communications and marketing at financial data and software company FactSet, joined BNY Mellon Aug. 6 as chief marketing officer, a new post.

She's responsible for driving a client-focused global marketing with a "strong emphasis on expanding our digital marketing expertise and using technology and research to connect clients more effectively," according to an internal memo from Monique Herena, chief human resources officer.

Tsai led marketing teams at GE Capital, Procter & Gamble and Clorox and did a digital marketing



**Brenda Tsai**

stint at Booz Allen & Hamilton.

She reports to Herena.

Founded in 1784 by Alexander Hamilton, BNY Mellon has \$1.8T in assets under management.

## **BMW RETAINS GUIDEPOST TO DERAIL TARIFFS**

Guidepost Strategies has signed up BMW of North America to work Washington about the negative impact that president Trump's steel and auto tariffs will have on American job creation.

Founding partner Phil Cox, who was executive director of the Republican Governors Association and a board member of Mitch McConnell's Senate Leadership Fund, handles the BMW push.

BMW AG's manufacturing facility in Spartanburg (SC) has the highest production volume of any of its worldwide factories. Seventy percent of the Spartanburg output is exported.



**Phil Cox**

The company fears that Trump's tariffs will result in retaliatory measures by China, Japan and South Korea to up the cost of BMW's US exports.

China, for instance, slapped a 40 percent tariff on US cars, triggering BMW to raise the price of its South Carolina-made X5s and X6s by four percent to seven percent.

The Commerce Dept. says BMW is America's No. 1 highest value vehicle exporter.

## **CLINTON SPOKESWOMAN FLIES TO THE WING**

Zara Rahim has signed on as communications director for The Wing, a network of co-working and community spaces designed for women.

Rahim was previously communications director at *Vogue*. Before coming to *Vogue*, she was a national spokeswoman for Hillary Clinton's 2016 campaign and directed public policy and communications efforts for Uber. She also worked for the office of digital strategy in the Obama administration and was digital content director for Obama's 2012 re-election campaign.

In her new post, Rahim will focus on The Wing's expansion as well as working on its civic and community engagement. She will also work on the September launch of an app that will allow members of The Wing to connect digitally, as well as at the company's spaces.

## **JOELE FRANK TAKES D&B PRIVATE**

Joele Frank is handling Dun & Bradstreet's \$7B deal to go private via a transaction bankrolled by an investment group of Thomas Lee Partners, CC Capital and Cannae Holdings.

Shareholders will receive \$145 cash for each share, representing an 18 percent premium on the Aug. 7 closing price.

CEO Thomas Manning said the transaction to take the data and analytics company private followed a "thoughtful and comprehensive review of the value creation opportunities available."

The merger agreement includes a go-shop period in which the 177-year-old D&B can solicit a better deal. The go-shop period runs 45 days.



**Thomas Manning**

## WHY THINGS DON'T GO VIRAL ANYMORE

For many people, Anthony Bourdain's shocking June suicide was one of those instances in which the workaday routine came to a halt as we went online to share our thoughts and memories of the man.



**Todd Barish**

Even the President took a moment to offer some kind words about the acerbic Bourdain.

That instance was notable because so few events manage to have a lasting impact these days. Think back to some of the big news stories of this year and it's all a blur.

It's no wonder in this environment that "viral" videos can't get the traction and staying power they once did. Do any of the most viral ads of 2017 stick in your mind the way that Roller Babies or Old Spice do?

It's time to admit that virality almost never happens anymore. When it does, it hits so quickly that it doesn't have a lasting impact. That's good news for the PR industry. Now that virality itself is in question, we can focus on reaching the right targets with the right messages.

### The media no longer supports a viral infrastructure

There's no mass media, even on the Internet. In the first few years, everyone on the Internet passed around the same things. Now it's too big and we're too split into our little communities. It's sort of like what happened to TV over 50 years, but in this case, it took five.

Things now go "viral" in different niches. Do you know what a Prequel Meme is? It's hard to go a week without a meme based on the Star Wars prequels hitting the front page of Reddit. But Prequel Memes haven't caught on the way that the Grumpy Cat did.

The Balkanization of digital media is one reason. Another is that things move too fast these days. Things don't last as long because the public and the media don't savor anything. There's always a new controversial tweet or fresh batch of memes on Reddit to choose from.

### In praise of category virality

While the tendency of the public to move on quickly has troubling implications, from a PR standpoint, the message is that nothing really goes viral anymore. This should be liberating since trying to make something go viral was always a crapshoot.

But going viral was always pointless from a branding point of view. After the success of the Roller Babies video in 2009, Evian's sales fell 25 percent. That's not always the case. Dollar Shave Club pretty much built a \$1 billion brand around a viral video. But the link between virality and brand performance isn't always clear.

That's why a smarter way to approach the virality issue is to aim for going viral within a certain group. Social media affiliations and our occupations and interest mean that we are very interested in things that affect our groups but couldn't care less about digital mass media. That's why it's better to aim for a category-virality than the traditional kind. Virality is dead. Long live virality.

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*Todd Barrish is president of Indicate Media Digital Public Relations.*

## MAGAZINE AD SPEND DROPS 7% SINCE 2015

The top 50 U.S. marketers spent slightly more than \$6.1 billion on print magazine advertising last year, which represents a decline of more than \$417 million from 2016's \$6.52 billion and about \$450 million less than 2015's \$6.56 billion, according to analysis released by magazine industry trade group The Association of Magazine Media.

The MPA's annual Factbook report, which measures magazine audiences and readership engagement habits, tallied 7,176 U.S. consumer print magazines in 2017, which represents a loss of more than 200 titles from 2008's 7,383.

Despite this, 766 new magazines, special editions and "bookazines" still managed to debut last year — about 130 of them consumer magazines — and several key findings in MPA's 2018/19 Factbook research suggest that while ad counts might be down, magazine media continues to be a more trusted and influential platform than competing media sources.

While trust in search engines and social media platforms declined by about two percent in the last year, the report found that consumer trust in traditional and online media journalism was up five percent.

The report also found that a higher percentage of U.S. adults ages 18–29 (95 percent) now read magazines than they use Facebook (81 percent). U.S. magazine reader audiences also remain diverse, tend to immerse themselves in magazines more deeply than other media, and adult audiences say ads featured in magazines also tended to engage them more than ads in competing formats. Magazines advertising campaigns particularly boost brand awareness when it comes to prescription drug brands and beauty products.

The report also revealed that magazine media brands remain incredibly influential when it comes to social media engagement compared to non-magazine media brands. Finally, magazines also tend to attract affluent audiences, as the Factbook report found that households earning annual incomes of more than \$250,000 are particularly drawn to print magazines.

## KWITTKEN REBRANDS AS KWT GLOBAL

Kwitken has changed its name to KWT Global. The change reflects what the MDC Partners Inc. firm says is its evolution as an integrated agency as well as marking a shift towards being known as a global brand strategy agency. "I'm excited to transition to a name that reflects our continued growth as an agency," said global chairman and CEO Aaron Kwitken.

Headquartered in New York City with offices in London and Toronto, KWT Global serves such clients as American Express, Amway, CGI, Leesa Sleep, Deloitte, Pantone, Park Place Technologies, Quartz and PURE Insurance.



# COMMENTARY

## THE MORE THINGS CHANGE....

It seems like yesterday that I was reading O'Dwyer's every week while attending Syracuse University learning about the industry and its people. The leading firms and their revenues. The deals and the award-winning programs. The movements between agencies and



**Jim Weiss**

corporations. People's titles, comings and goings, and promotions. The intrigue at PRSA, IABC, and Page. Most of all, this weekly ritual provided a peek into the author himself. Acerbic, bright, intuitive, curious, with his pulse firmly on our profession always, Jack O'Dwyer was both feared and respected.

My weekly ritual kept me energized and in tune with the business I was about to enter.

Fast forward to 2008. I had founded my firm, then known as WeissComm Partners, in 2001, and had just sent in my first revenue information for 2007 to O'Dwyer's. At that point in time, our firm achieved \$13 million in revenue. Not long after sending in our information, I received a call from Jack himself. His question while a bit jolting was typical of this unique man. "Who the 'F%#!' are you and where the hell did you come from, is this for real?" he blurted into the phone. And so began a relationship that has lasted until today as W2O Group, now with more than \$150 million in revenue and 700 people, and has not only grown but evolved multiple times and O'Dwyer's has expanded its remit and coverage to reflect a hyperconnected world catalyzing technology, business, innovation, talent, ideation and results.

Over the years, we have come to rely on O'Dwyer's to capture the current state of various sectors – Healthcare, Technology, PA, Corporate Communications, Fashion and Beauty, and Media, to name a few – providing smart commentary and perspective along with the movers and shakers in the agency and corporate worlds. We have certainly had our differences as anyone would interpret situations and events but have always respected each other's point-of-view.

They've covered a lot of ground over the last 18 years. Our industry has been upended in new and disruptive ways. The emergence of data and analytics. The rise of influence. The importance of relevance over reputation. The defining brilliance of insight in achieving precision. The coexistence with marketing in a digital world. The acceptance of all of this as a strategic imper-

ative for organizations and brands.

These changes paint a picture of a world that didn't exist when O'Dwyer's began some 50 years ago. And not in 2001 when my firm was retained by its first client.

Having said all that, and recognizing this new reality, there are basic things that have not changed and likely never will. Among them:

- **The Need for Speed**

O'Dwyer's has kept up and stayed relevant over the last 50 years amid incredible change – new competitors, new media, new expectations, new challenges. They've done so by cutting through the clutter, keeping it clear, concise, and getting to the point.

- **Listening to the Audience**

It's always about knowing your customers, employees, and key stakeholders to ensure knowledge is exchanged and opinions shared. O'Dwyer's continues to provide what its audiences need to conduct business every day.

- **Communicating Honestly and Clearly**

Ours is a profession of mutual benefit even in the most challenging times. It is based on clear, direct, consistent communications. O'Dwyer's has made this a hallmark of its work

- **Being Accountable**

Nothing moves forward without individual accountability. It's a hallmark of our firm and of life. Our dealings with O'Dwyer's are always based on being accountable.

- **Respect and Dignity of the Individual**

At the core must be a belief and practice to treat each other fairly and equitably.

- **Searching for the Truth**

This has been O'Dwyer's mission from day one. No amount of technology and progress will ever get in its way.

Celebrating its 50-year milestone, O'Dwyer's has earned its rightful place at the birth and development of this increasingly significant profession. For a young entrepreneur with dreams of becoming a meaningful member of this special group, O'Dwyer's was the guiding force in keeping me interested, intrigued, and motivated. With that, I wish everyone there continued success and prosperity.

And, I know when we provide information on W2O Group today, they now know "who the 'F...' we are!" Congratulations!

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*Jim Weiss is founder/CEO of W2O Group.*