

Brand Reputation Management: The Role of Public Relations



Janine Gordon Associates

EXPANDING BRAND CONNECTIONSSM

Building and Enhancing

Our Purpose

We believe that the ultimate purpose of an investment in public relations is to build and enhance brand reputations. This belief is reflected in our single-minded focus on generating awareness of your brand, consistent with its mission and character.

Our Product

Our services provide a degree of credibility that paid media can never deliver. We devise strategies that extend and reinforce the values of your brand while generating third party endorsement of those values.

Our Process

Much like a branding agency, we begin our work with an investigation. We learn your brand's history, strengths and weaknesses. We study how you are positioned among your competitors; how you are perceived by your target audiences; and most importantly, what essential elements have made your brand successful. To arrive at an independent assessment of your needs, we conduct interviews with stakeholders, influentials and the media. When appropriate, we commission qualitative or quantitative research. Only when we are satisfied with our assessment do we structure a communications strategy to achieve mutually agreed-upon goals.

JANINE GORDON, President

Prior to founding the firm, Janine Gordon spent 17 years with Saatchi & Saatchi Advertising, as President of Saatchi & Saatchi Public Relations, which she launched and built into prominence. She earlier served as Press Officer of Harrods, the world-famous London retailer.

Today, her agency is recognized as one of the most effective and responsible mid-sized firms in the business. Clients of Janine Gordon Associates include market leaders, emerging growth companies, not-for-profits and start-ups, in categories ranging from fashion to finance.



Brand Reputations

Our Strengths

We forge strategic alliances for clients.
JGA has been particularly successful in leveraging our extensive network of contacts. We form co-branding alliances with like-minded enterprises to help our clients achieve their goals.

We know how the affluent think.
Through our relationship with a major market research firm, we are privy to the most extensive research being done among wealthy Americans today. We leverage these insights to benefit those of our clients who target the rich and the ultra-rich.

We avoid conflicts of interest.
We do not accept assignments from companies who compete directly with our clients. We believe that agencies that do so cannot provide truly objective, individualized counsel.

We serve a broad client base.
We believe that working across a range of categories stimulates our creativity, provides cross-pollination of ideas and attracts and retains the most intelligent, talented staff.

We eschew formulaic thinking.
JGA demands and delivers fresh, innovative thinking on behalf of clients. Our culture incentivizes our people to reach for new, exciting solutions to business challenges.

We seek clients who share our values.
Great work happens when an agency and its clients have shared values. A common view of the way business should be conducted is among the most important factors in ensuring a long-term, successful collaboration.

We put strategy before creative.
Once we have agreed upon a strategy with a client, our creative product and our tactical planning are governed by that strategy.

We have solid relationships with the media.
Our public relations agency is well-known as a source of pertinent, truthful and newsworthy information. Reporters take our calls and appreciate our ideas.

We exploit the Internet.
Having grown up with the blogosphere, our staff is totally wired to use all of today's exciting opportunities to further client interests.

We respect budgets.
JGA can be trusted to act responsibly with regard to its financial commitments.

We provide value.
Recognizing the importance of every dollar spent on marketing, we tend to over-serve clients and exceed their expectations. Consequently, our most effective advocates are our clients themselves.

Our services:

STRATEGY

- Conducting audience surveys and competitive analysis
- Designing, interpreting and publicizing market studies
- Arranging strategic alliances
- Opportunity modeling
- Orchestrating new product launches
- Counseling on market planning
- Identifying resources that maximize results
- Arranging speaking opportunities
- Researching, editing and writing speeches
- Coordinating business-to-business promotions, tie-ins and contests

PRINT EXPOSURE

- Writing, pitching and placing news releases, feature stories and by-lined articles with wire services, feature syndicates, newspapers and magazines

INTERNET

- Internet Strategy
- Social Networking
- Website Ideation
- Search Engine Placement

IF THINGS GO WRONG

We are there for you 24/7 in an emergency. We offer strategy, help with damage control and instant access to news media, ensuring that your side of the story is told effectively.

EVENTS PLANNING

- Arranging news conferences, media interviews and speaking engagements
- Designing “media events”: press conferences, seminars, panel discussions, familiarization trips, product launches and company retreats
- Organizing participation in industry meetings, including advance publicity
- Creating and distributing press kits
- Arranging speaking opportunities
- Researching, editing and writing speeches
- Coordinating business-to-business promotions, tie-ins and contests

BROADCAST COVERAGE

- Producing video and audio for broadcast news or lifestyle report by local TV/radio
 - Scripting, casting, producing, distributing and monitoring on-air placements.
- (We guarantee placement in at least 50 of the top 100 ADI markets)

TO LEARN MORE

If you would like to explore how our services can benefit your organization, please call Janine Gordon, President, at 212-871-3020, extension 111, to arrange a confidential discussion.

Our experience includes the following categories:

Art & Antiques
Architecture
Children's Products
Education
Fashion
Financial Services
Fine Arts
Fine Dining
Food & Fast Food
Government
Health & Beauty Aids
Home Furnishings
Hotels & Resorts
Insurance
Interior Design
Internet Enterprise
Luxury Goods
Medical
New Media
Not-for-Profit
Packaged Goods
Pharmaceutical
Publishing
Retailing
Science & Technology
Sports & Sporting Goods
Travel & Tourism
Wines & Spirits

...and some that defy categorization

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