K·COM·PR
KAYE COMMUNICATIONS
EMPOWERING BRANDS
TO GROW AND DOMINATE
www.kcompr.com



Visioning Experts | Brand Masters | Image Makers | Content Originators | News Media Specialists | Alliance Builders
Community Connecteurs™ | E-Marketing & Social Media Innovators | Full-Service Graphic Designers

980 N Federal Highway, Suite 110, Boca Raton, FL 33432 | Tel: 561.392.5166 | Fax: 866.926.9938 | SmartStrategiesStart@kcompr.com

THE KAYE COMMUNICATIONS ADVANTAGE
Our clients will tell you that:

- **we are "game changing" strategists;** we always start with a blank canvas and conceive, develop and implement **traditional as well as non-traditional** strategies.
- **we are experts in identifying and promoting their company's, product's, and/or service's distinctive features, advantages and benefits** (FAB) to their targeted markets (often identifying untapped FAB elements that have gone unnoticed as assets).
- **we are *brand masters,*** developing distinguishing original and authentic visual, written and verbal messaging and content that empowers brands/companies to grow and dominate their marketplace.
- **we are *e-marketing* and *social media innovators*** who employ results-driven market-relevant approaches to engage current, prospective and influencer audiences that drive business.
- **we excel at *brand activation* through a variety of channels,** from product and service introductions and launches to brand re-visioning, re-invention, and total transformation.
- **we *position clients as trailblazing leaders* in their industries,** by identifying and focusing on what distinguishes them from others in their marketplace.
- **KCOM's media skills and relationships,** as well as our keen **ability to "create" news are exceptional**.
- **we have a proven track record, and are "in it for the long haul," ideally poised to handle multi-year phased-projects.**
- **we are passionate, proactive, professional and protective** in our approach, with **integrity and credibility** being our hallmarks.
- **we treat *their* business as *our* business,** and approach activities on their behalf with the same budget and risk sensitivities, interest in business growth, etc. as if it were our company/investment/product/service.
- **we tell clients what they *need* to hear, not just what they *want* to hear** (that has often prevented costly litigation, tunnel vision, and mistakes in printing/production and image building, and eliminated *non*-results-oriented activities/initiatives and thus related expenses, etc.).
- **KCOM principals are accessible 24/7.** We are structured to be on-call for crisis management or to capture a timely "news" opportunity.
- **having KCOM's principals hands-on and intimately involved and at the helm** their account is a major plus, rather than solely junior account staff directing their account, or being faced with lost time to orienting new account team members.
- **KCOM's** instincts/expertise/media relationships help **keep clients *in* the news**…**and sometimes *out* of the news** when necessary.
- **KCOM principals are active and high profile in the South Florida community** with strong, established relationships with and knowledge of area businesses and business organizations, government officials, residential communities, nonprofit organizations and media.
- **our firm's own investment** (in time, memberships, board and committee participation, sponsorships, etc.) in the community **results in immediate and effective interfacing and positioning for our clients.**
- **we traditionally deliver more than what is expected.** Upon retaining KCOM, our clients immediately become part of the KCOM family of relationships that is solidly anchored by the reputation KCOM principals and the firm have built.
- **KCOM works "under the radar."** We become our clients' third-party endorsers and ambassadors as well as their "eyes and ears" in the marketplace, empowered to deliver a seamless infusion of their profiles and positioning into our day-to-day interactions and relationship communications. This is especially effective in crisis management scenarios.

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Clients benefit from our firm's:

- **extensive multi-genre marketplace knowledge and related relationships** garnered from principals' public relations agency and corporate public relations experience and direct marketing and sales for professional services firms, business-to-business companies/firms, entrepreneurs, purveyors of goods and services; public and private companies, commercial and residential real estate developers; leading hotels**,** resorts, private clubs, national retailers/restaurants, shopping centers/malls, entertainment venues, private aviation facilities, real estate developers, special events and consumer publications.

- **convenient, full service, one stop capabilities** that ensure consistency of branding and messaging.

- **working knowledge and understanding of the regional and national consumer, business, government, social, nonprofit and media communities.**

- **strong business, community and social relationships** in South Florida and statewide. **Committed to being effective "community connecteurs™", a phrase we have coined** to mean knowledgeable stewards of community support, we have been extremely active, highly visible participants in various Palm Beach and Broward County charitable and business organizations with upscale, high profile membership bases and boards of directors.

- **demonstrated ability to effectively cross-partner entities** to successfully achieve multiple objectives for all involved.

- **proven innovative ability to effectively reach and educate multiple audiences** through creation and implementation of well-targeted programs that require sophisticated, yet audience-friendly business-to-business publicity and marketing efforts.

- **strong, well-positioned working relationships with primary market (tri-county) consumer and business** media that consistently results in enhanced relationship-building and qualified, traffic-building/inquiry-generating placements for clients in varying specialty genres.

- **proven statewide, regional, national and international consumer and business media coverage strategies and results** in electronic, broadcast and print genres (i.e. *NBC Today*, *Wall Street Journal*, *Associated Press*, *Nightly Business Report*, *Fox Business News*, *Modern Healthcare*, *Yahoo*, *Television Food Network*, national network television affiliates and print dailies, online media including *Yahoo, Google, AP-Wire, Getty Images*, *YouTube*, etc.).

- **ability to position our clients as trailblazers and industry innovators** by assisting them in creating and setting trends.

- **having KCOM principals hands-on and intimately involved and at the helm of their account.** This is a major plus, rather than solely junior account staff directing their account or being faced with time lost to orienting new account team members.

- **focus and expertise on both mainstream and niche social media platforms,** identifying the best fit for their organization's social presence.

- **crisis management** counsel and expertise, if the need should arise.