

DGC CREDENTIALS



Submitted by DiGennaro Communications

August 15, 2014

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WHO IS DGC?

- Based in NYC's Flatiron District, DGC was founded in 2006 and currently has more than 35 PR strategists, media relations rock stars and former journalists who deliver access to virtually every reporter, conference organizer and business influencer you want to reach
- DGC is a full-service public relations consultancy best known for its B2B PR work in the advertising, media, marketing, tech, digital publishing and entertainment spaces
- DGC's consumer PR practice launched in 2011 and is staffed by executives with deep experience across product PR, marketing activation and entertainment /event PR



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DGC: A COMPANY ON THE MOVE



DiGennaro Communications honored in the 2011 Stevie Awards for Women in Business



THE NEW YORK ENTERPRISE REPORT 10



PRWeek

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Hot Topics: PRWeek Awards 2012 Dashboard Healthcare Consumer Technology Media Public Af

PRWeek US > News > Sectors > Agency > DiGennaro, Eulogy begin strategic partnership

Beth Kretsch February 06, 2012

NEW YORK: DiGennaro Communications and London-based Eulogy have formed a partnership that will include employee-exchange programs and shared pitches for new business.



The firms are launching the partnership with two clients: media agency MEC and The Brand Union, a brand strategy shop. Lara Leventhal, MD of Eulogy, and Samantha DiGennaro, founder and CEO of the New York-based eponymous agency, will manage the partnership.



Our Multi-National Network



Inc.

START-UP > RUNNING A BUSINESS > FINANCE > LEADERSHIP & MANAGING > SALES & MARKETING > TECHNOLOGY

Inc. 5000

SEARCH THE LIST Company Name

2012 Inc. 5000 List: Page 26 of 51

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2535

DiGennaro Communications

3 YEAR % GROWTH

REVENUE (\$ MILION)

95%
\$3.4 million

Advertising & Marketing

ADWEEK

PR READS THE SOCIAL CUES

THANKS TO SOCIAL MEDIA AND THE BLOGOSPHERE, PUBLIC RELATIONS IS BECOMING A MORE VITAL...

"Reputation management has morphed with brand management in an unprecedented way."

"Reputation management has 'morphed with brand management in an unprecedented way."

Samantha DiGennaro, DiGennaro Communications



NEW YORK POST

Ring it on!

By Linley Taber
July 1, 2013 at 4:05am



MORE COWBELL! Employees at Flaticon p.r. firm DiGennaro Communications ring orange bells for great work — and studies say it helps companies have better employee engagement and productivity. Photo: NY Post, Brian Zas

MORE COWBELL! Employees at Flaticon p.r. firm DiGennaro Communications ring orange bells for great work — and studies say it helps companies have better employee engagement and productivity. (Photo: NY Post, Brian Zas)

When new hires show up for their first day at DiGennaro Communications, a Flushing District public relations agency, the first thing they receive is a bright orange cowbell — and instructions to clang up a clamor whenever a colleague does exceptional work.

"At any point, [employees] can stand up, ring the cowbell and call somebody out," explains founder and CEO Samantha DiGennaro, who instituted the tradition three years ago as a fun way to recognize her employees' successes. "Everybody joins in and cheering."

MORE AGENCY

- No such thing as over-rehearsing
- PRWeek to sponsor Cannes PR Lions
- Horn Group rebrands to showcase digital focus
- MDC reports \$22



A's 4As
@4As

Following

DiGennaro: what keeps me up at night is ensuring my employees have job satisfaction and go home happy at night. #4AsPRConf

Reply Retweet Favorite

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THE DGC DIFFERENCE

- Our **relationships**...with journalists, bloggers, conference programmers and influencers
- Our **approach**...counsel based on a strategic and creative foundation
- Our **network**...global reach with offices/affiliates in Los Angeles, London, Mumbai, Sydney
- Our **philosophy**...passionate, honest, collaborative, real-time, strategic and energetic
- Our **focus**...results, results, results
- Our **people**...risk takers, creative thinkers, doers, entrepreneurs

CLIENT SNAPSHOT

MEDIA/MARKETING

David & Goliath



A's

DDB

ORGANIC®

Ogilvy

groupm



CAMPBELL Ewald

ERWIN PENLAND

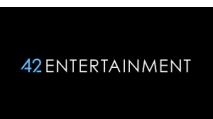
ignited

ArtDirectorsClub

VICTORS & SPOILS

POSSIBLE
WORLDWIDE

epsilon



CORPORATE

facebook.

 Microsoft

LIVE NATION

 PANDORA®



Johnson & Johnson

xerox

CONSUMER













CLIENT PRAISE

Your team has been a huge shot in the arm for our team at a time when we really needed it.

John Trimble
CRO, Pandora

I cannot thank you enough for all of the hard work and creativity!

Kimberly Kadlec,
Worldwide VP, Global Marketing Group,
Johnson & Johnson

We hadn't gotten our PR game down previously...We're very impressed with the DGC team.

Jeff Goodby,
Founder, Goodby Silverstein & Partners

Your team is truly amazing. I have never worked with a more agile group.

Gayle Fuguitt, CEO of ARF

Keep 'em coming. This is more activity than we've had in two years, so we are off to a good start.

Russell Wallach,
President of Sponsorship & Media, Live Nation

The story in today's WSJ is excellent –in content and placement. Your team truly helped us to get noticed!

Bruce Haines, President and Global COO, Chiel Worldwide

I am so impressed with how quickly you've ramped up and how "on it" you've been.

Judy Lee,
Head of Industry Relations, Facebook

We are punching way above our weight thanks to you.

Antony Young,
Media Storm
(Formerly CEO of Mindshare and Optimedia)

You jumped into things so quickly and took control with work that has been outstanding. You guys are the real deal.

Avi Savar
Founder & CCO, Big Fuel

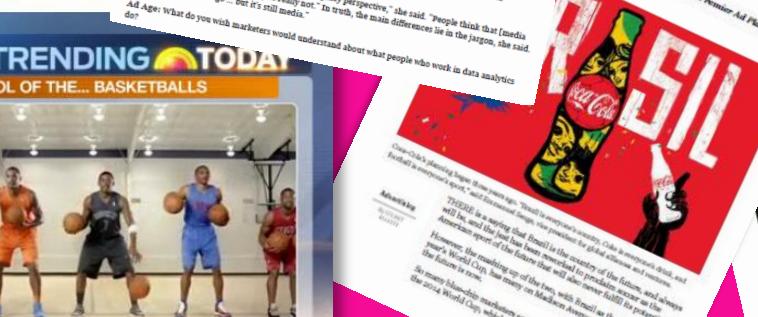
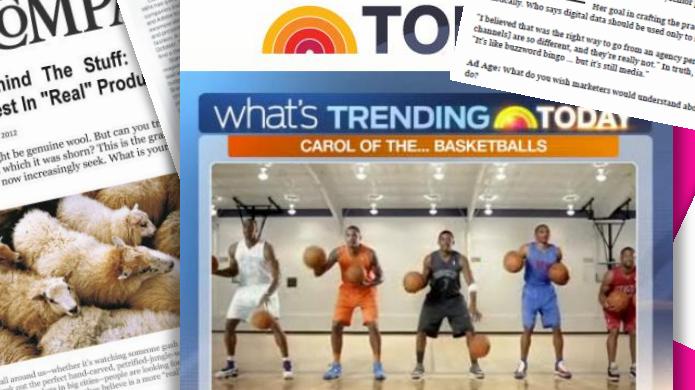
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OUR CAPABILITIES

CORE CAPABILITIES SNAPSHOT

- Brand Positioning/Messaging
- Thought Leadership
- Content Development
- Media Relations
- Executive Positioning
- Social Media Strategy/Activation
- Internal communications
- Event Activation
- Conference Strategy
- Crisis Communications
- Festival & Award Strategy
- Ghostwriting
- Consumer & Entertainment PR
- Marketing Communications

MEDIA RELATIONS SNAPSHOT



THOUGHT LEADERSHIP SNAPSHOT



Executive
Positioning &
Proprietary
Research



Branded Events



Speaking &
Industry
Relations



Videos & Data
Visualization



Content Creation
& Placement



B2B Social
Media Strategy

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OUR WORK

EXECUTIVE POSITIONING & PLATFORM DEVELOPMENT

DGC helps C-level executives and their companies develop platforms and points-of-view to stand out from the competition.



David Angelo
Founder
David & Goliath



Matt Britton
Founder/CEO
Mr Youth



Christa Carone
CMO
Xerox



Steve Easterbook
SVP, Global Chief
Brand Officer
McDonald's



Jeff Goodby
Chairman, CD
GS&P



Nancy Hill
President/CEO
4A's



Bob Jeffrey
Chairman/CEO
JWT Worldwide



Marla Kalpowitz
CEO
MEC



David Kenny
CEO
The Weather
Channel



Laura Lang
Former CEO
Time Inc.



Steve Stoute
Founder/CEO
Translation



Russell Wallach
President, Sales
Live Nation

REIGNITING RELEVANCE: GOODBY, SILVERSTEIN & PARTNERS

DGC has extensive experience helping agencies and brands reignite relevance and visibility through media relations.



GOODBY SILVERSTEIN & PARTNERS

- Used aggressive media relations strategy to help GSP reignite profile and build buzz for the right reasons, while managing crisis to keep GSP out of the press for the wrong reasons
- Leveraged agency's legendary founders, while seizing opportunities to showcase new leadership, standout work and internal projects
- Hijacked major media events like Super Bowl, SXSW, Mad Men, Cannes and Olympics to contribute POVs and drive conversation
- Secured 25 reporter intros and nearly 500 favorable press hits over two years in outlets like New York Times, CNBC, NBC, Fast Company, Forbes, Mashable, Ad Age, Adweek, Billboard
- PR efforts helped increase inbound, new business leads



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BUILDING AN EXECUTIVE PROFILE: DAVID KENNY



DGC helps the C-suite develop differentiating points-of-view that lead to heightened visibility.

- To re-position Digitas as a sexier, more nimble digital creative shop, DGC built the profile of (former) CEO David Kenny as a digital and media change agent, despite a crowded marketplace and weak economy
- DGC seized major media moments -- including the agency's acquisition by Publicis-- to secure top-tier media coverage in *Wired*, *New York Times*, *CNBC* and *Fast Company*
- To boost visibility, we secured speaking slots for David at all major festivals from Cannes to Advertising Week
- David was later named to the Silicon Alley 100 by *Silicon Alley Insider*, among other accolades and Digitas to Businessweek's "Hot Growth Companies" list
- Today, The Weather Company Chairman and CEO is among the most prolific thought leaders in the media industry



PLATFORM DEVELOPMENT: BZZAGENT

DGC has helped brands, agencies and executives create thought leadership platforms that gain exposure across media channels.

- Created “Humility Imperative” platform for CEO to drive heightened visibility and enterprise value of agency on its road to acquisition
- Through content publishing strategy, secured more than 12 top tier bylines in the first year with *Forbes*, *CNBC*, *Investor's Business Daily* and more
- Garnered ongoing *Inc.* series with article that generated more than 100,000 views in one week
- Conceived development of the Humility Imperative website where other business leaders shared experiences through online conversations

THE HUMILITY IMPERATIVE

BzzAgent

100 DAYS OF HUMILITY

Inc.

The Humility Imperative: CEOs, Keep Your Arrogance in Check

Dave Balter | @DaveBalter | Jun 23, 2011

Courtesy Slideshot

"In early 2010, our chairman pulled me aside and said it was the worst meeting we'd had in five years but not because of how the business was going. My attitude was the problem." -Dave Balter

I believe—due to an inflated market, easy cash, and entrepreneur glorification—that there are thousands of companies destined to fail if their leaders, who may be business darlings today, don't immediately turn their heads a humility.

At the same time, a member of my fan

BzzAgent

@BzzAgent

Activating influential customers to drive new product sales. Boston, MA <http://about.bzzagent.com>

47,000 Likes

8,000 Followers

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TURNING PASSION INTO PLATFORM: DAVID ANGELO

DGC has an expertise in uncovering personal passions that intersect with professional philosophies to create PR-able platforms that generate coverage

- DGC helped ideate and launch “Brave”
--David&Goliath Founder David Angelo's platform rooted in facing fears and aligned with the philosophies of the challenger brands his agency represents
- Raised visibility of David's platform, and ultimately his agency, through messaging architecture and an aggressive media relations strategy, which included coverage in Billboard, Entrepreneur, AdAge, Adweek, and other outlets
- Collaborated on platform extension – The Defiance Club – an interactive, on-line community designed to inspire people to face their fears
- Since launching “Brave,” David was named LA's Entrepreneur of the Year and D&G was named AdAge Small Agency of the Year



THOUGHT LEADERSHIP STRATEGY: LIVE NATION



DGC ideates thought leadership strategies that drive media coverage, conference invitations and ultimately, visibility.

- Tasked to raise awareness of Live Nation's sponsorship offering among marketers and agencies
- Ideated platform around the intersection of live events and technology, leveraging research and case studies
- Secured 30+ high-level marketing conference appearances over 3 years including Fast Company Innovation Uncensored, MMA, ad:tech and IAB
- Garnered numerous guest columns, profile & feature stories that leveraged research and insightful POVs in outlets like Fast Company, CNBC.com, CMO.com, Business Insider, Fox Business Network
- Head of Sponsorship & Media named to Billboard Power 100 and Fast Company Most Creative People in Business lists



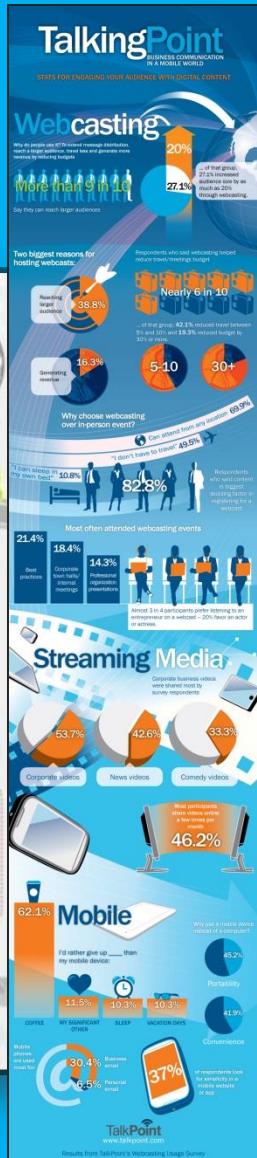
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CONTENT CREATION: IMAGINATION

DGC helps executives and brands create and package provocative content – video, graphics, social and written – in the most strategically sound format to appeal to media and industry influencers.



Eduardo A. Braniff
CEO, Imagination
Monthly video series on Forbes.com



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THANK YOU!

