



KCSA Strategic Communications
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KCSA Strategic Communications is an integrated strategic communications firm specializing in public relations, investor relations and social media. Working across a number of industries, including media and advertising technology, healthcare and life sciences, financial services, professional services and technology, we focus on achieving results and helping companies to enhance their brand image / awareness in an ever-changing communications and digital world.

KCSA's "One Voice" strategy provides clients with a consistent brand presentation across the spectrum of media – both traditional and emerging social media. Specific expertise includes:

Public Relations

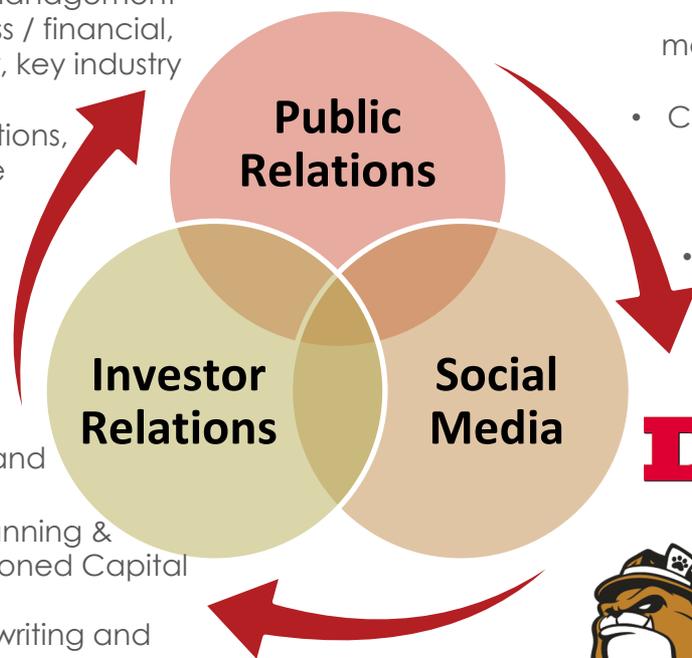
- Brand and reputation management
- Media relations (business / financial, mainstream / consumer, key industry trade, local)
- Creative ideas – promotions, visibility-building – online and in-person
- Awards programs
- Events and speaking platforms

Investor Relations

- Strategic comms planning
- Crisis communications and management
- Non-deal roadshow planning & execution through seasoned Capital Markets team
- Earnings call planning, writing and management
- Press release drafting and dissemination

Social Media

- Strategy and platform mapping, based on audience and messaging
- Campaign development and execution
- Blogger relations and influencer campaigns
- Community management



TOP 25

INDEPENDENT PR FIRM IN THE COUNTRY

AWARD-WINNING

CREATIVE & MARKETING GROUP

TOP 5

IR / FINANCIAL COMMUNICATIONS FIRM

50 YEARS OLD

Independent corporate communications firm specializing in the integration of public relations, investor relations and social media

50+ EMPLOYEES

INDEPENDENT AGENCY **OFFICES**

New York | Los Angeles | Boston | London



Media and advertising tech: KCSA clients sit at the center of media, advertising and technology. These multi-faceted businesses rely on communications to differentiate themselves in a crowded marketplace, support sales efforts and showcase their leadership. For more than a decade, KCSA has honed its expertise in media and advertising, working with companies in digital, connected TV (CTV)/over-the-top (OTT) and digital out-of-home (DOOH). Our team of subject-matter experts work with our clients to carve-out and define new categories of advertising innovation, high-light market-moving trends and tell their stories of success and innovation through the media, at major industry events and via social.

Case Study: Leveraging Public Relations to Support Revenue Generating Initiatives

Situation

- One of our client's events is the only event that brings together incumbent and disruptor streaming media/brands and is the only marketplace that looks at content, consumers, and technology as equally important. Billions of dollars are transacted as a result of our client's event each year.
- Originally, this event was planned to take place the week of April 27, 2020. However, given the COVID-19 global pandemic, and shelter-in-place orders, the event was revamped and moved to June 22, 2020 for its first-ever virtual format.

Approach

- KCSA worked closely with our client's events team, and created a transparent and regular cadence of industry updates so that all stakeholders felt informed at all times.
 1. Leveraged our client's blog to regularly distribute updates, vs. distributing news on the wire.
 2. Worked closely with reporters prior to updates being made so they had ample time to write stories.
 3. Leveraged our client's CEO and research to showcase how the industry was still investing in streaming despite the pandemic.
 4. Created opportunities to highlight our client's key messages about their role in creating this event.

Results

- KCSA secured nearly 350 pieces of media coverage about the event from Feb-June in top tier, business and adtech trade publications. In those pieces of coverage, our client was mentioned close 456 times.
- During the week of the event, there were more than 200 stories across more than 50 publications from The New York Times, to Adweek and AdAge, as well as The Hollywood Reporter, Variety and Deadline.
- Nearly 50 reporters from top tier, business, media/advertising and technology outlets attended the event.