



KCSA Strategic Communications
 420 Fifth Ave., New York, N.Y., 10018
www.kcsa.com

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

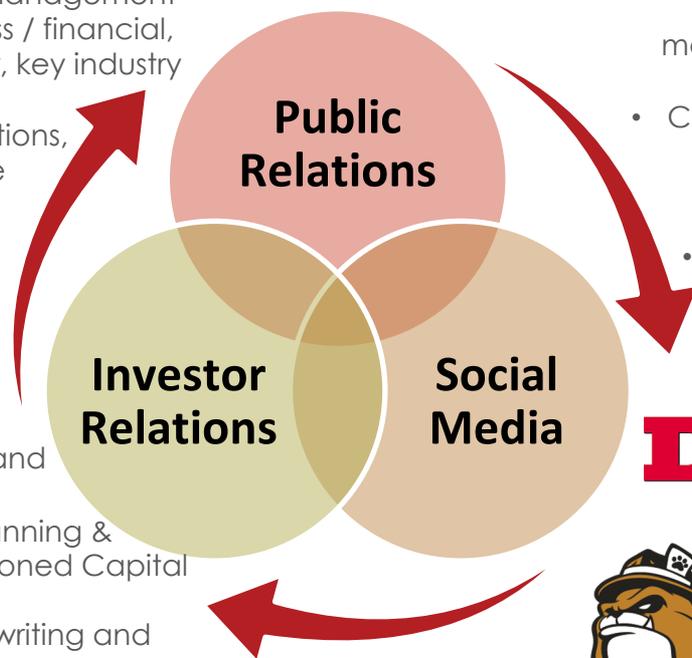
- Brand and reputation management
- Media relations (business / financial, mainstream / consumer, key industry trade, local)
- Creative ideas – promotions, visibility-building – online and in-person
- Awards programs
- Events and speaking platforms

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



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Technology: Our Technology practice provides public relations, social media, and investor relations, with strong capital market support, for technology companies focused on software, internet, telecom, ecommerce, fintech and other sectors. KCSA is trusted to drive stakeholder awareness of our clients' investment theses predicated on best-in-class technology products or services. We do this by developing strong corporate narratives and messaging underpinned by compelling data, and then activate our client's brands across geographies, markets and channels through a variety of campaigns.

Case Study: Shifting Strategy to Support Client During Key Business Milestone

Situation

An existing client of KCSA, at the time a publicly traded micro-cap stock in the big data industry, was experiencing a market shift driving an increased demand for their innovative solutions. Many investors – particularly generalists – were uneducated about the rapid change in the big data industry with the increasing need for real-time analytics. This made it difficult for the client to get in front of investors as they did not understand the client's potential. In order to educate and build awareness with the investment community during this pivotal time in the client's business, KCSA implemented a multi-pronged investor relations and social IR strategy.

Approach

- Build awareness of the client among the investment community – focused on new institutional investors and sell-side relationships
- Increase overall exposure and gain trust among relevant target audiences by sharing consistent updates on social platforms, including amplification of company announcements, earnings, media coverage and thought leadership pieces

Results

- Over 100 introductions to new investors, resulting in improved trading and liquidity
- Successful follow-on offering with two new banking relationships underwriting the deal
- Sell-side coverage was increased to five analysts covering the stock. In addition, KCSA made introductions to industry analysts at bulge-bracket and mid-market banks
- Secured management speaking slots at all of the conferences hosted by their covering analysts, but also at sell-side hosted conferences without coverage or banking commitments
- Generated over 1 million impressions via social media in a six-month period

-  Facebook: facebook.com/KCSAstrategic
-  Twitter: [@kcsastrategic](https://twitter.com/kcsastrategic)
-  LinkedIn: linkedin.com/company/kcsa-strategic-communications
-  KCSA blog: <http://www.kcsa.com/blog/>

Allison Soss
IR Senior Vice President
212-896-1267
asoss@kcsa.com

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50