

WHO WE ARE

Hunter Public Relations is an independently owned and operated, full-service marketing public relations firm specializing in generating awareness for national consumer brands. With an unmatched combination of strategic creativity, client service, traditional media relations acumen and social media savviness, Hunter PR creates and executes highly-effective programs that help meet clients' business objectives.

WHAT WE DO

Hunter PR handles all facets of strategic marketing public relations, including:

- Strategic communications counsel
- Research
- Idea generation/brainstorm facilitation
- Program development and execution
- Event/contest planning and management
- Traditional and digital media outreach
- Social media marketing
- New product launches
- Celebrity and influencer partnerships and seeding
- Nutrition and recipe initiatives
- Spokesperson identification and tours
- Media training
- Web site development and management

FOUNDED

1989

CERTIFICATIONS

Certified as a women-owned business by the WPEO

PARTNERS

Grace Leong, Managing Partner
Jonathan Lyon, Partner
Jason Winocour, Partner
Claire Burke, Partner

Mark Newman, Partner
Donetta Allen, Partner
Gigi Russo, Partner

STAFF

74 public relations practitioners
7 graphic & digital designers

10 administrative & support staff

PRACTICE AREAS

Hunter PR represents major consumer brands in the following sectors:

- Food & Beverage
- Nutrition & Wellness
- Wines & Spirits
- Home & Lifestyle Products
- Toys & Games
- Health & Beauty
- Consumer Electronics

CURRENT CLIENTS



On behalf of these companies, Hunter PR represents some of the most beloved and respected brands in America, including:



CLIENT FEEDBACK

"For the millionth time (over the many years), I thank you again for being such great partners. You are creative, fun and most of all, so easy to work with. As for me, you make my life easier and I am very, very grateful."

—Vice President of Public Relations
Hasbro

"It was an absolutely perfect event last night! Fantastic crowd, food, look and feel, the works. Literally, we couldn't have done anything to make it better. Thank you all so much for the hard work that went into this. I can honestly say it was the best spirits tasting event we've ever pulled off — which is particularly impressive given the tight timing."

—Senior Marketing Manager
Diageo

"I am pleased to recommend Hunter PR as an ideal agency for consumer public relations activities. In my nearly 25 years of public relations, I have never worked with an agency that is as creative as Hunter PR. On numerous occasions we have invited other agencies to 3M to demonstrate their skills and results. In almost every instance, Hunter PR is the final choice. We can count on their creativity, media relations skills and strategic thinking to help 3M brand managers meet their business objectives."

—Public Relations Manager
3M

WHAT MAKES US SUCCESSFUL

Clients point to three areas that distinguish Hunter Public Relations from other agencies:

CLIENT FEEDBACK

“Thank you so much for making it easy for me to manage this. When you’re working on something, I know the job will get done — and done right. I’m so glad you’re part of our team!”

—Director of Communications
Kraft Foods

“Your event is definitely the benchmark for international PR. From theme to execution it was perfect and real synergies were possible. The team did a great job of involving us at every stage and keeping us informed throughout.”

—Marketing Vice President
Hasbro

“Awesome job guys! You have really knocked it out of the park with this and all of the coverage for this event. I really appreciate all of your hard work.”

—Public Relations Manager
Arby’s Restaurant Group

STRATEGIC CREATIVITY

All Hunter PR account staff are trained and experienced in the latest creativity techniques, such as lateral thinking, six thinking hats and improvisation. Account staff have led discussions on creativity at trade association conferences and meetings, as well as facilitated client brainstorms on topics from marketing initiatives to new product development.

MEDIA RELATIONS EXPERTISE

Hunter PR has an exceptionally strong media team which assists the agency’s account staff in pitching high-profile social and traditional media outlets. Our extensive media placement record includes the biggest and most influential outlets — all of the network news programs and many of the country’s most influential blogs — as well as countless placements in popular national entertainment and lifestyle outlets.

COMPETITIVE RATES/SENIOR LEVEL INVOLVEMENT

Overall, Hunter PR’s hourly billing rates are toward the low end of the industry averages. In the case of more experienced account staff (account supervisors and higher), Hunter PR’s billing rates are well below industry averages. These low rates allow senior-level practitioners to spend more time servicing our clients.

RECENT AWARDS

2011 BULLDOG DIGITAL/SOCIAL PR GOLD AWARD

Use of Digital/Social for Cause/Advocacy/CSR
Apple & Eve Fruitables School Music Mash-Up

2011 BULLDOG GOLD AWARD

New Product Launch
Kraft Macaroni & Cheese Cheddar Explosion

2011 PRSA BIG APPLE AWARD

Special Events, 7 Days or More
Jell-O Give it a Giggle Tour

2010 PR NEWS DIGITAL PR AWARDS

Digital PR Firm/Team of the Year
Hunter PR

2010 PR NEWS DIGITAL PR AWARDS

Use of Facebook
Kraft Macaroni & Cheese

2010 PRSA BRONZE ANVIL AWARD

Webcasts
“Johnnie Walker Black Label 100th Anniversary Webcast”

2010 PRSA BRONZE ANVIL AWARD

Press Kit/Media Kit
“Johnnie Walker Black Label 100th Anniversary Blending Kit”

2010 CREATIVITY 40 DESIGN AWARDS

Platinum Award: Johnnie Walker Black Label, Blending Kit
Gold Award: Bear Flag Wine Business Cards; Ketel One, Gift Box

FEE BILLING

\$12 million in 2010

AGENCY RANKINGS

Ranked #2 Independent Food & Beverage PR Agency by O’Dwyer’s Public Relations Services Report (2010)

Ranked #8 Leading Gainers Among the Top Independent PR Firms by O’Dwyer’s (2010)

CONTACT

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