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:
WHAT MAKES US SUCCESSFUL
Clients point to three areas that distinguish Hunter Public Relations from other agencies:

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 Fruittables 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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