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Makovsky + Company Names Kane Head of Branding and Visual Communications

Makovsky + Company (www.makovsky.com) announced the appointment of **Timothy Kane** as executive vice president in charge of its Branding + Visual Communications practice.

Said **Ken Makovsky**, president of Makovsky + Company: "As the Internet has become more content-rich and visually focused, creating and managing the imagery associated with a company has become one of our key tasks, and a fundamental part of many public relations campaigns. It's more important than ever to combine the traditional elements of corporate identity, marketing communications and online activities into a coherent, compelling, consistent program of visual branding. With Tim on the Makovsky team, we'll be able to offer our clients a higher level of strategic thinking and a broader range of executional services."

"The truth is, some of the most breakthrough thinking in the entire field is coming out of the public relations industry," says Kane. "In public relations, you have a real understanding of the new relationship between people and brands. These days, people don't buy brands; they join them. You don't have 'consumers;' you have constituencies. You can't just blast away at a passive audience — you have to engage them, on an emotional level, in an active dialogue."



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