



# HolmesReport

Knowledge and insight for public relations professionals

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## Business-to-Business marketing with technology, healthcare, financial services and investor relations expertise

New York

Ken Makovsky's firm delivers "the power of specialized thinking," according to a new branding campaign launched in 2005. The tagline might be new, but the philosophy isn't. Specialized thinking has been the foundation of Makovsky + Company's success for more than a quarter of a century. It underpins the practice area structure, which includes experts in financial and professional services, health sciences, technology and investor relations, but it also describes its philosophy, which requires those experts to apply their specialized knowledge to help clients communicate complex and often highly technical information to a broad audience in a way that makes it easy to understand and capable of driving business results.

It's a philosophy that underpinned many of the firm's successes in 2006, particularly in the health arena, where Makovsky deepened several of its engagements in the specialty pharmaceutical arena and added new assignments from clients such as Kos Pharmaceuticals, to handle issues related to the Medicare Part D national formulary. On the financial services front, meanwhile, the firm added new ongoing

client relationships in the asset management and high net-worth market (New York Life Investment Management, Baring Asset Management) as well as expansion in long-term care (Penn Treaty), online payments (American Express) and security analyst outsourcing (Adventity). Other new business came from Western & Southern Financial Group (a new branding assignment), Koppers, international law firm Paul Hastings, International Fuel Technology, and Immune Response Corporation, an immuno-pharmaceutical company focused on developing products to treat autoimmune and infectious diseases. They join a client roster that includes a major division of Charles Schwab, Pfizer (for endocrine care), Booz Allen Hamilton, Vonage, Eisai, O'Charley's and Reliant Pharmaceuticals.

Revenues for 2006 were \$7.3 million, representing a nearly 16 percent increase over 2005, driven in part by several new services. The firm expanded its branding and visual communications practice, which took on several new assignments for clients in corporate branding, website redesign and search engine optimization. The technology practice, meanwhile,

launched a new Online Fluency offering, led by partner Robbin Goodman, to work with clients on online communication strategy, including social networking, blogging strategy, online media relations, blogging policies and leveraging tools such as podcasts, streaming videos and wikis.

Highlights of the firm's 2006 work included helping Charles Schwab establish its Impact Awards, which honor independent fee-based investment advisors and firms who have advanced the industry through visionary leadership, operational excellence and technology innovation. Working with TransitCenter, meanwhile, Makovsky provided media and customer communications support for the launch of the TransitChek Card, the first anonymous pre-paid commuter benefits card. And for Booz Allen, the firm's work focused on thought leadership, including studies on CEO succession, innovation and trends on outsourcing.



MAKOVSKY + COMPANY  
the power of specialized thinking



Given the need for deep domain expertise in each of its practice areas, Makovsky boasts an unusually strong management team for a midsized firm, including Tim Wallace, head of corporate strategy, who provides counsel on crisis management and branding assignments; Robbin Goodman, who leads the technology and business services practices and leads online communications strategies; and veteran healthcare communications executive Gil Bashe. New additions in 2006 included Scott Tangney, who joined as executive vice president and leader of the financial and professional services practice after serving as head of the public relations group at Publicis Dialog New York; Alyson Nikulicz as vice president in the same practice; and John McInerney, a financial

services expert who has held senior positions at Citigate Financial Intelligence and predecessor firm Dewe Rogerson, and Abernathy MacGregor.

Makovsky is founding member of IPREX, a network of leading independent agencies in local markets around the world that provided access in 57 cities and 25 countries.

