



MAKOVSKY + COMPANY
the power of specialized thinking

575 LEXINGTON AVENUE
NEW YORK, NY 10022
212.508.9600 P 212.751.9710 F
WWW.MAKOVSKY.COM

FOR IMMEDIATE RELEASE

CONTACT: Gene Marbach, Makovsky + Company / 212-508-9645 or gmarbach@makovsky.com

MAKOVSKY + COMPANY NAMES TIMOTHY KANE HEAD OF BRANDING + VISUAL COMMUNICATIONS

McCANN ERICKSON BRANDING EXPERT MOVING FROM ADVERTISING TO PUBLIC RELATIONS

NEW YORK, NY – August 2, 2007 – Makovsky + Company, one of the nation's largest independent public relations and investor relations firms, announced today the appointment of Timothy Kane as Executive Vice President in charge of its Branding + Visual Communications practice.

Prior to joining Makovsky, Kane served in a number of senior creative executive positions with advertising agency giants McCann Erickson, J. Walter Thompson, Young & Rubicam and DDB, directing integrated communications programs for some of the world's most recognized brands, including ExxonMobil, Gillette, Lucent, Motorola, Anheuser- Busch, Capital One, Unilever and Kraft. He has also spearheaded branding initiatives in the public sector, for the U.S. Department of State, the City of New York, the City of Chicago, National Public Radio and several major universities.

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."

Kane's appointment can be seen in the context of two larger trends in the communications business: the desire on the part of clients to have their public relations counsel take a larger role in the development of their brands; and the corresponding movement of creative talent away from traditional advertising agencies. "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."

– more –

In his thirty-year career as an award-winning writer, designer and marketing strategist, Kane has developed a unique perspective on the power of branding. "Images do speak louder than words," he says. "But what really drives a brand is emotion." Ken Makovsky adds, "The search for emotional connections is the strategic thread that runs through all of our client programs. After all, the average American is hit by more than 3,000 brand impressions every day. Without that emotional connection, no one will remember, much less act on your messages."

About MAKOVSKY + COMPANY

Founded in 1979, Makovsky + Company (www.makovsky.com) is one of the nation's leading independent global public relations and investor relations consultancies. The firm attributes its success to its original vision: that the Power of Specialized Thinking™ is the best way to build reputation, sales and fair valuation for a client. Based in New York City, the firm has agency partners in more than 20 countries and in 35 U.S. cities through IPREX, the third largest worldwide public relations agency partnership, of which Makovsky is a founder.