

# **Credentials**

## **Advertising and MarTech**

KITE HILL  
PUBLIC RELATIONS

*The Agile Tech and B2B  
PR and Communications Agency*

2023

**Who  
We  
Are**

**An Award-Winning Tech PR and  
B2B Communications Agency**

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**Earned Media is At Our Core**

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**Leading the Way in Agile PR**

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# What We Do



**Media  
Relations**



**Social Media  
Strategy**



**Thought  
Leadership**



**Events &  
Awards**



**Media  
Training**



**Crisis Comms**



**Comms  
Strategy**



**Research**

# Corporate Background

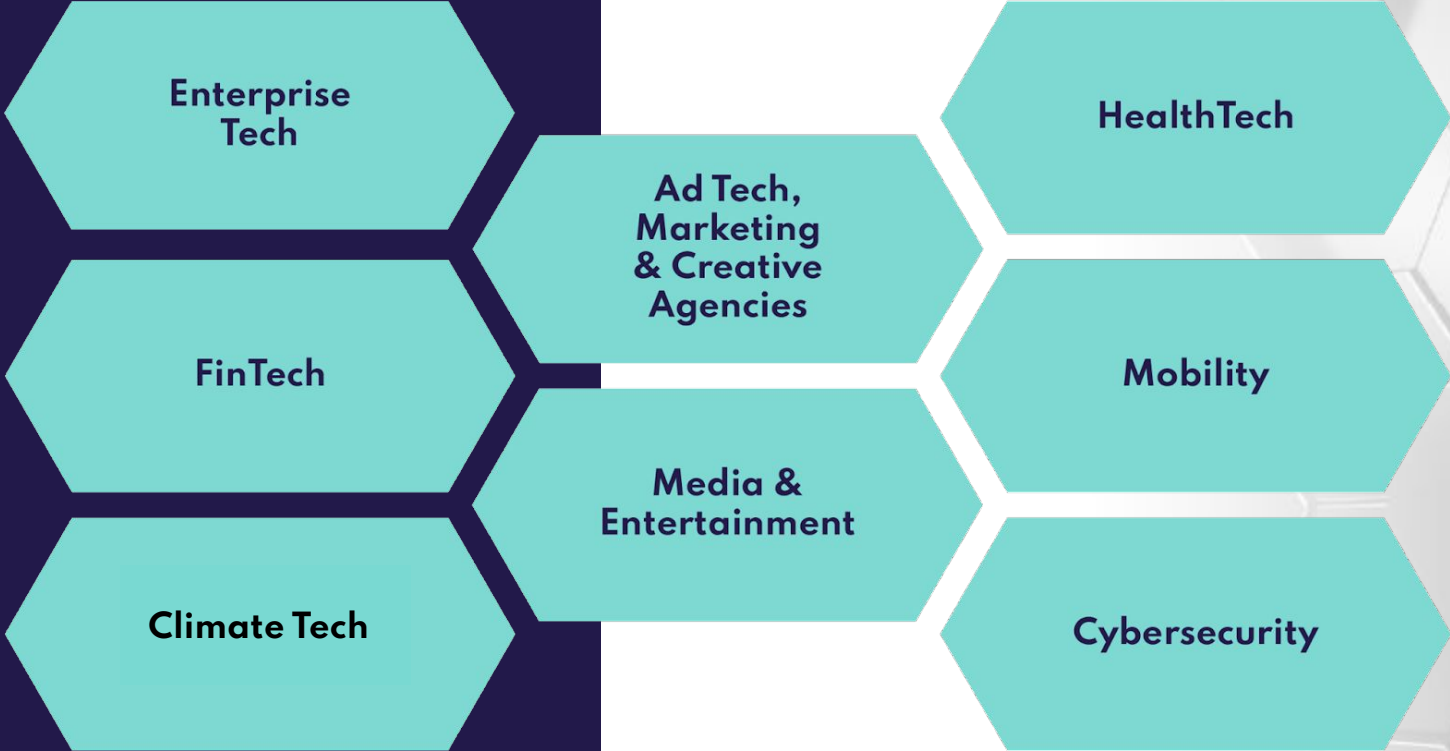
Kite Hill PR has **won numerous awards** for its work. From thought leadership campaigns that have moved the needle over years, to campaigns that have highlighted the **importance of creative storytelling**, clients benefit from the agency's seasoned team and creative chops. The agency has also won awards for its **best-in-class culture**.



# Client Examples



# Practice Areas



# Kite Hill PR's Core Values

1



## Agility

The power of moving quickly and easily; nimbleness

2



## Candor

The state or quality of being frank, open and sincere in speech or expression

3



## Collaboration

The act or practice working with one another

4



## Passion

Any powerful or compelling emotion or feeling

5



## Balance

Placing value on the whole self

# Our Work

A few examples of how we deliver  
for clients.



# MERKLE

## Overview

Merkle, a Dentsu company, approached Kite Hill PR seeking a strategic partner who could operate as an extension of its in-house marketing team. Merkle partnered with Kite Hill to help increase its share of voice within the broader marketing and advertising space and to establish its executives as thought leaders across key verticals.

## Solution

Through a proactive PR plan, Kite Hill strategically refined Merkle's presence in the industry and established its leaders as advertising and marketing experts. Taking a vertical approach, thought leadership became a main focus.

## Results

**1,210** pieces of press coverage in top-tier outlets including **AdAge**, **Bloomberg**, **Business Insider** and **Digiday**

**295** bylines placed

**60** commentary opportunities secured with key trade publications including AdExchanger, The Drum, Marketing Dive and MediaPost.

**5+** monthly byline contributions

# MERKLE

**BUSINESS  
INSIDER**

**Amazon's Sponsored Brands now  
make up nearly one-quarter of its  
console ad business**

**AdAge**

**How to Capture Zero-Party Data  
with Holiday Promotions**

**The Drum™**

**Why AI & ML must be a part of  
diversity initiatives**

**DIGIDAY**



**REUTERS**



**MediaPost**

# MERKLE

**campaign**

## Merkle's new global CEO on how to create next-gen customer loyalty

By Kendra Clark - January 26, 2022



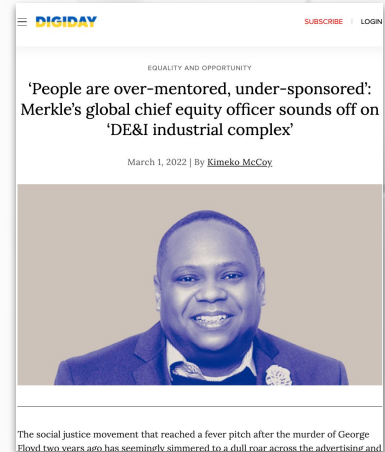
▲ New Merkle chief exec Michael Komarsinski explains why purpose is the key to long-term customer loyalty

Nearing the end of his first month as global chief executive of Merkle, Michael Komarsinski is laser-focused on expanding his workforce, helping organizations build loyalty and, well, having fun.



## The Healthcare Industry: What is Changing in Omni-channel Marketing Post-Covid

**DIGIDAY**



# VIVVIX

A KANTAR COMPANY

## Overview

After the acquisition of Numerator, Kantar built a new cross-platform advertising spend intelligence service. Re-branded as a standalone advertising intelligence unit called Vivvix, the unit would, for the first time, offer media and advertising decision makers with a single source of truth about ad spend across traditional and digital media. The company needed to announce the spin-out brand ahead of new year ad forecasts and media moments like the Super Bowl. Vivvix also wanted an always-on thought leadership and earned media effort that would make the company and its leadership the center of the story, and not just a footnote.

## Solution

In less than 3 weeks, Kite Hill PR developed and executed a formal launch, developed key messaging and editorial support materials, arranged hand-picked interviews with top-tier and key ad trades, and oversaw high quality and positive coverage at the top of 2023. The company also positioned Vivvix's CEO as a thought leader via broadcast, podcast and byline column efforts.

## Results

Increased Share of Voice from <1% to 4.1% in first six months.

Secured widespread positive launch coverage including prominent stories in **AdAge** and **Adweek**.

Generated thought leadership coverage for CEO on **BeetTV**, commentary on the Upfronts in **Forbes** and a "Data Points" feature in **Adweek**.

Managed in-bound media requests from all major outlets: **WSJ, NYT, Axios, Deadline, Variety, Bloomberg** and more.

**VIVVIX**

A KANTAR COMPANY

**AdAge**

**Kantar Rebrands Media Intelligence Unit, Which Now Includes Numerator Elements**

**AXIOS**

**Beet.TV**

**Ad Intelligence is Crucial as Media Outlets Multiply: Vivvix CEO Andrew Feigenson**

**MARTECHSERIES**  
MARKETING TECHNOLOGY INSIGHTS

*The New York Times*

**With Its Future at Stake, the Academy Tries to Fix the Oscars (Again)**

**DEADLINE**

**ADWEEK**

**Where Major Social Media Platforms Are Spending Their Ad Budgets**

**VARIETY**

## Overview

Goodway Group had little recognition in the ad world and aimed to be seen as an industry expert on all things programmatic.

## Solution

Kite Hill developed a program that centered on thought leadership driven by President, Jay Friedman, as well as amplified the remote-first company culture. Kite Hill significantly increased the company's news coverage and strengthened reporter relationships for the business, which helped Goodway Group to become a sought-after source.

## Results

Regularly placed thought leadership bylines in ***Business Insider, Fast Company, Adweek, Ad Age, The Drum*** and more.

Helped develop Jay Friedman and other key thought leaders as a sought-after industry pundits for digital advertising trends, with regular coverage in ***AdExchanger, Digiday, eMarketer*** and more.

Long-standing partnership since April 2016; Kite Hill has secured nearly 850 pieces of earned media coverage for Goodway Group.

**AdAge**

**How Agencies Can Turn the Tables on Consultants**

**FAST COMPANY**

**My 400 Person Company Has a Great Culture. And We All Work Remotely.**

**BUSINESS INSIDER**

**16 Ad Buyers Tell Us Which Media Companies Are Poised to Benefit the Most in the Pandemic**

**FORTUNE**

**Goodway Group: Great Places to Work**

**The Drum™**

**DIGIDAY**



# Snap Inc.

## Overview

Snap reached out to Kite Hill to capitalize on the team's deep understanding of the adtech and martech spaces, to ensure that marketers understood the impact young audiences could have on their bottom line business goals. Snap also wanted to raise awareness of their robust advertising offerings and artificial intelligence capabilities.

## Solution

Kite Hill worked with the Snap team to launch an advertising and marketing-focused thought leadership program – leveraging key spokespeople and brand activations to establish Snap as the platform reaching Gen Z and millennials through innovative video advertising and advanced emerging technology.

## Results

Secured **33** pieces of earned coverage from January – April 2020

Spearheaded PR campaigns for **9** infographics, advertiser campaigns and announcements

Coordinated **9** proactive media briefings and newsjacking opportunities with **The Wall Street Journal, CNBC, AdExchanger, Adweek** and more

Drafted **award winning submission** for AdExchanger Awards



# Snap Inc.

**campaign**

**These Brands Won the Super Bowl with Gen Z and Millennials**

**MobileMarketing**

**AdAge**

**Snapchat Creates Augmented Reality Ads for Dummies That Basically Give the Technology Away**



SocialMediaToday

**Mobile Marketer**

**Snapchat Touts How it Helps Brands Like Subway Engage Gen Z Sports Fans**

**Venture Beat**



## Overview

Tripadvisor, the world's leading travel resource, wanted to raise awareness among marketers about its media business; a \$200 million annual business. The company turned to Kite Hill PR to help it establish itself as a leading, engaging option for non-travel brands to connect with consumers.

## Solution

Kite Hill PR tweaked Tripadvisor's positioning as a top "point of passion" media destination or brands seeking engagement among people ready to spend. Kite Hill also secured major speaking engagements for its executives, helped Tripadvisor win prestigious global awards and established Tripadvisor's media executives as thought leaders.

## Results

Secured key feature stories in ***WSJ, Ad Age, Adweek, MediaPost, Campaign, Travel & Leisure*** and more

Secured re-introductory briefings with key trade publications such as ***Digiday, AdAge, Adweek*** and ***Business Insider*** within the first 3 months of the partnership

Amplified Tripadvisor's research via earned media coverage in advertising and marketing outlets

Secured speaking engagements and produced industry panel discussions, including **Advertising Week 2021**

**AdAge**

**Watch: The State of Holiday Travel  
with TripAdvisor**

**WSJ**

**Cannes Lions Has Company:  
Concurrent VidCon, NFT.NYC Events  
Compete for Marketers' Attention**

**ADWEEK®**

**L'Oréal and TripAdvisor Team Up,  
Letting Shoppers Collect Toiletries at  
the Airport**

**campaign**

**TRAVEL+  
LEISURE**

 **MediaPost**



**ADVERTISINGWEEK™**



## Overview

Just days before announcing its Series A round, tvScientific urgently needed support to leverage that opportunity to raise awareness and cement its position as a pioneer of performance marketing solutions in the CTV ecosystem. The company had several time-bound strategic announcements as well.

## Solution

The team turned to Kite Hill to maximize its funding and strategic partnership moments. Kite Hill team quickly mapped out a focused earned media and thought leadership program, then executed it just before the TV Upfront season to generate positive coverage in both ad/media trade publications, as well as general business outlets. The program was designed to keep the company top of mind in between hard news announcements via thought leadership program centered around CTV.

## Results

Created a cadence of newsworthy announcements around **tvScientific's Series A** fundraising and partnerships with key market players, such as **NBCUniversal** and Adjust

Secured 27 media placements in the first month of our partnership in target outlets, including **AdExchanger, AdAge, Axios, Forbes, Fortune Term Sheet, dot.LA, Pitchbook**, and more

Developed and executed on creative thought leadership initiatives that, to date, have led to media engagement with Tier 1 industry targets, like Digiday's Marty Swant



# tvScientific

## Forbes

**Changes In The Media Measurement Landscape Raise Advertiser Expectations**

 **PitchBook**<sup>®</sup>



**tvScientific Raises \$20 Million To Automate Performance Measurement and Activation**

**dot. LA**

## AXIOS

**Connected TV ad platform tvScientific raises \$20M**

**FORTUNE**  
**TERM SHEET**

# SPOTX

## Overview

Video advertising platform SpotX requested a PR program that would help to increase the cadence of its press coverage and sufficiently break the company into top-tier advertising and business publications. The company sought to raise awareness for its leadership in OTT as well as data capabilities, political advertising and privacy expertise.

## Solution

Kite Hill executed a multi-prong approach, developing crisp and updated messaging, and leveraging company-owned data to execute proactive media relations. This included securing timely thought leadership opportunities to drive awareness for SpotX among key business, advertising, technology and other business verticals.

## Results

Secured nearly **200** media placements within the first year

Achieved regular coverage in trade publications including **AdExchanger**, **Adweek**, **Campaign** and **Digiday**

Facilitated **15+** top tier briefings with **Business Insider**, **The Wall Street Journal** and **CNBC**

Placed op-eds in **Adweek**, **AdExchanger** and **AdAge**

# SPOTX

**ADWEEK**

**Why CCPA Won't Be as Big of a Deal  
as GDPR**

**BUSINESS  
INSIDER**

**THE WALL STREET JOURNAL.**

**Coronavirus Quarantine Boosts  
Streaming Video, but Not  
Advertising Yet**

**AdAge**



**The Complicated Balancing Act of  
Video Distribution**

**The Drum**

KITE HILL

PUBLIC RELATIONS

**Our Approach to**

**Thought Leadership**



# Thought Leadership

*Areas in which we create thought leadership content*

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**Executive Q&As**



**Blog Posts & Owned Content**



**Bylines & Contributed Columns**



**Planning for the Big Moments**

KITE HILL

PUBLIC RELATIONS

**Our Approach to**

**News Creation**

# Earned Media Is The Most Valuable Content For B2B Decision-Makers

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CONTENT TYPES	WHAT B2B BUYERS VALUE
eBooks	51%
Infographics	55%
Whitepapers	71%
Case Studies/ROI	72%
Expert Q&A	77%
Webinars	80%
New Product Updates	83%
Video Content	87%
Press Coverage/Articles	93%
Technical Specs/Materials	95%
Press Coverage/Reviews	99%

Source: Spiceworks Annual Survey of B2B Decision Makers

# News Creation

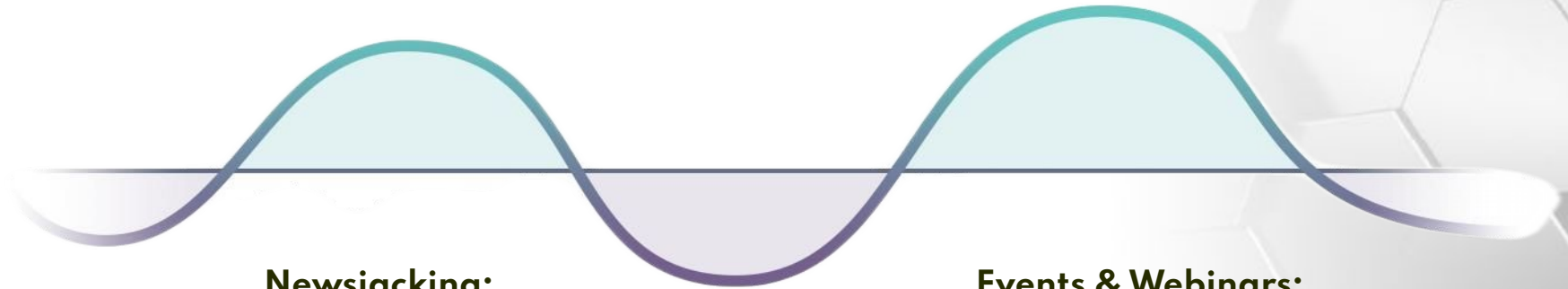
*We use a “peaks and valleys” approach to create a steady stream of earned media*

## **Announcement Example:**

Series A Announcements;  
Portfolio Company News

## **Announcement Example:**

Podcast Updates;  
Personnel Announcements



## **Newsjacking:**

Hot Start Up Projections  
Davos  
Diverse Leadership

## **Events & Webinars:**

CES  
Web Summit  
NAB

KITE HILL

PUBLIC RELATIONS

**Our Approach to**

**Events & Awards**

# Events & Awards



## Speakers Bureau

We would create a speakers bureau approach to 'earn' spots on key stages clients



## Awards

We map out and pursue possible award programs can highlight company offerings and culture



## Industry Event Management

Kite Hill assists in managing client presence at conferences, webinars, and executive roundtables



## Owned Events & Experiences

We can create and manage signature events for clients to solidify their marketplace position, engage with stakeholders and elevate your industry expertise

# **Our Approach to Social Media**

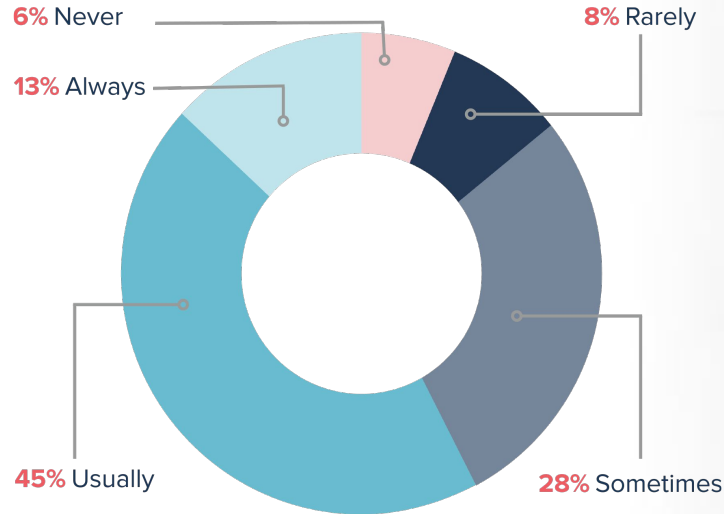
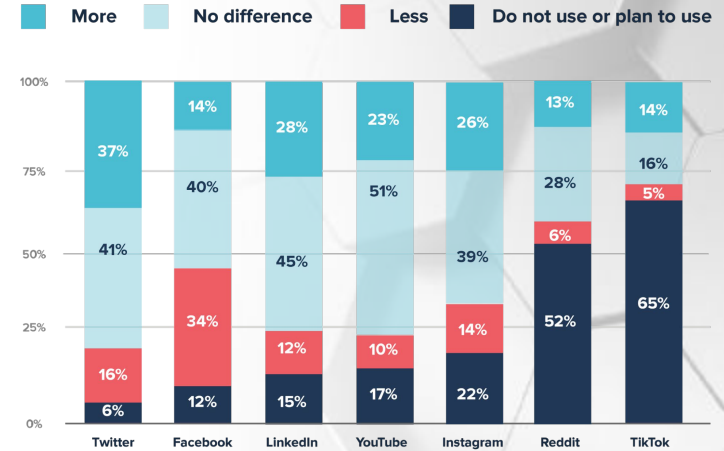
# Social Media = The Modern Newsroom

The modern newsroom is multi-channel.

In fact, 76% of journalists say Twitter is the most valuable social network for communications.

Journalists want to use Twitter more (37%), followed by LinkedIn (28%), Instagram (26%), and YouTube (23%).

34% plan to use Facebook less. 16% plan to use Twitter less and 14% plan to use Instagram less.



More than half of journalists consult a company's social media *before* reporting on them



# Social & “Owned” Newsroom Management

 4k



**Collaborative Editorial Platform For Staging Owned and Social Media**



**Earned Media Amplification: Tight Integration of Paid and Earned**



**Inform Long Form Content and Blog Posts**

# Process & Measurement

# Measurement and Analytics

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Our data-driven approach leverages standard and customized metrics to inform our PR strategy. Leveraging media measurement platforms, **we focus on quality over quantity.**

1

## Standard Tracking

- Real-time media monitoring
- Share of Voice (SOV)
- Volume/source of coverage
- Quarterly analysis

2

## Customized Tracking

- Google analytics
- Sentiment analysis
- Social media
- Competitor analysis



# Thank You!

**Drop us a line**

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