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Editors' Choice 2008

Considering some of the most pressing issues facing the PR industry, PRWeek's staff predicts

HONORABLE MENTION

TAYLOR

While the most obvious change about the agency last year was its new name and rebranding from Alan Taylor Communications, it certainly wasn't the only one. Armed with a new tagline – "partners in moving brands forward" – Taylor refocused its mission to serve consumer category leaders in the sports, lifestyle, and entertainment categories, cutting its client list to a select group of 22 in the process. The philosophy of having fewer clients is something Taylor practiced long before its rebranding; since 2004, the firm has cut about 50 clients from its roster, yet revenue rose from \$8 million to nearly \$18 million in 2006.

Despite reducing the number of clients, Taylor has worked

hard to expand its footprint both nationally and globally. Last March, it opened an LA office to better serve clients in the entertainment space and created an office in London to aid in its global work. In November, the agency continued its growth by adding a Chicago office. Last year also saw the addition of a Hispanic marketing practice, Taylor Primero, which was developed in part via acquisition of Oralia Michel Marketing and Public Relations.

Looking back at the changes Taylor made in 2007 is important, but the firm's potential in 2008 earned it this honor. This year's Summer Olympics in Beijing will be a huge opportunity for Western brands to connect with a global audience, most notably the Chinese mar-

ket. Given its client roster, Taylor could very well be one of the premier agencies there.

Last October, Kleenex selected Taylor for all strategic PR related to its 2008 Olympic sponsorship, beating out Ketchum, which had previously handled PR for its activities during the 2004 and 2006 Games. The

reason for the choice, said Joey Mooring, corporate communications manager at Kimberly-Clark, was that the company wanted to take "activities and involvement to the next level."

Taylor's dedication to the industry's future is also obvious. PR's lack of diversity is a fact that many firms bemoan, but

few actually take the time and initiative to make a difference.

Bucking that trend, in 2007 Taylor created the "Taylor HBCU (Historically Black Colleges and Universities) Challenge," a contest that invited college seniors from HBCUs majoring in PR and communications to develop and implement a three-month initiative to generate positive awareness of the efforts of local Boys & Girls Club of America volunteers. Not only did the challenge draw interest from 2,000-plus students, but the winner – a graduate of Florida A&M University – earned a full-time AAE post in Taylor's New York office.

With a clear eye on its future and the best interest of the industry at heart, Taylor is bound to make waves this year and for several more to come. ■



The 2008 Summer Games – and all the opportunities it will give Western brands to connect with a global audience – should bode well for Taylor