

mak NEWS

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Makovsky Ranks #7 on the NY PR Power 50 List

Every public relations firm in New York would give its eye teeth to be seen as wielding influence on behalf of clients — enough so to make the upper levels of the PR POWER 50 LIST, released on Oct. 14 by the *NY Observer*. Makovsky not only was there — but ranked #7, well ahead of some of the larger firms:

Ruder Finn-15
Havas -17
Hill + Knowlton-18
Burson Marsteller -19
Fleishman -20
Ketchum-23

The above are just examples, and you will recognize many of the other names that were up there with us: Edelman #1, Weber Shandwick #4 and Sard Verbinen #9.



The story, which covered five full-length newspaper pages, kicked off on Page 1 with us: "When Ken Makovsky forecasted a 'golden age of PR' in a 2011 interview, I rolled my eyes. What else would an agency guy say? But as THE OBSERVER surveys the landscape of New York's public relations industry circa 2013, it looks like Mr. Makovsky wasn't just pitching. There has never been a better time to practice PR in New York."

The piece ends with our brand as well: "Industry forecasts are bearing out Ken Makovsky's 'golden age' prophecy" and goes on to give stats predicting a surge in industry growth. For emphasis the article concludes with the quote: "We are in the early stages of the 'Golden Age,' Makovsky said recently. As the internet matures, our business will bring opportunities yet unseen and not even contemplated."

MAKNEWS asked Ken his rationale behind our selection. "We believe clients today are looking for smart, not just arms and legs. They want agencies like ours that beat the curve and knock clients' competitors out of the box. Deep specialization and unique solutions move us ahead of our peers. We need to keep pressing to sustain this!"

"I Heard It Through the Grapevine"...

Makovsky continued its tradition with a holiday luncheon and trip to Broadway. After the annual exchange of the Secret Santa gifts and a beautiful catered luncheon, we decided to "Get Ready" to check out "What's Going On" at the Lunt-Fontanne Theatre. "Signed, Sealed, Delivered" was the slick production of *Motown The Musical*. At the conclusion, we all "Got the Feelin'" of "Dancing in the Street" as the energy of the performers really "Got a Hold On" us! "My Momma Done Told Me" to thank Helene for organizing the wonderful luncheon and securing the theater tickets, and Carlos for organizing the Secret Santa gift exchange.

