

# BOB GOLD & ASSOCIATES

STRATEGIES THAT WORK. EXECUTION THATS FLAWLESS.

*Technology, Media & Telecom PR Experts*

# WHAT MAKES US UNIQUE

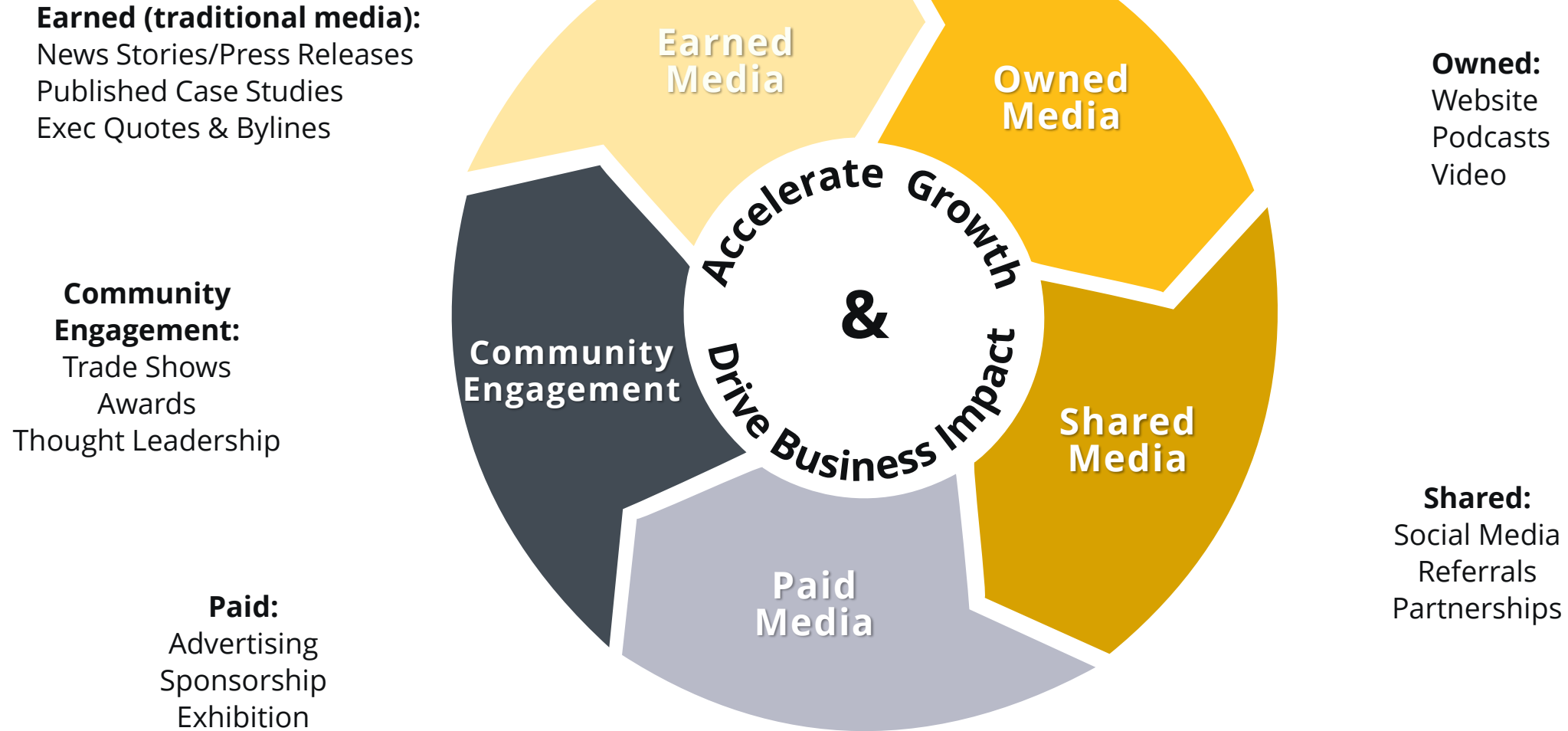
Meet the **Gold** standard for *data-driven* Public Relations



- We're more than publicists – we are strategic business partners who integrate seamlessly into your team
- We've been trusted advisors for 27+ years
- Our proprietary reports are transparent and deliver tangible, targeted results!
- We listen to our clients and communicate their message authentically



# THE BOB GOLD & ASSOCIATES 360° PROGRAM



# BG&A INDUSTRIES WE KNOW BEST

We counsel across a full spectrum of communications needs and treat every client's business as if it were our own.



# OUR CAPABILITIES

## Awareness

Original Stories & News Coverage  
Media & Analyst Relations  
Digital Content Creation

## Leadership

Executive Bylines  
Industry Awards  
Speaking Engagements  
Original Research

## Impact

Account-Based Public Relations (ABPR)  
Case Studies/Testimonials  
Trade Show & Customized Special Events

## Reputation

Crisis Communications  
Online Reputation Management (ORM)

## Amplification

Social Media  
Sponsorships & Ad Buys  
SEO & Website Development

## And more...



# CLIENT EXPERIENCE

## **Dedicated & Experienced Account Team**

There's no bait and switch. Your committed team will provide steadfast service and expertise.

## **You're Always Top of Mind**

We treat you as our #1 client. When we're not talking with you, we're talking about you.

## **Proactive and Purposeful**

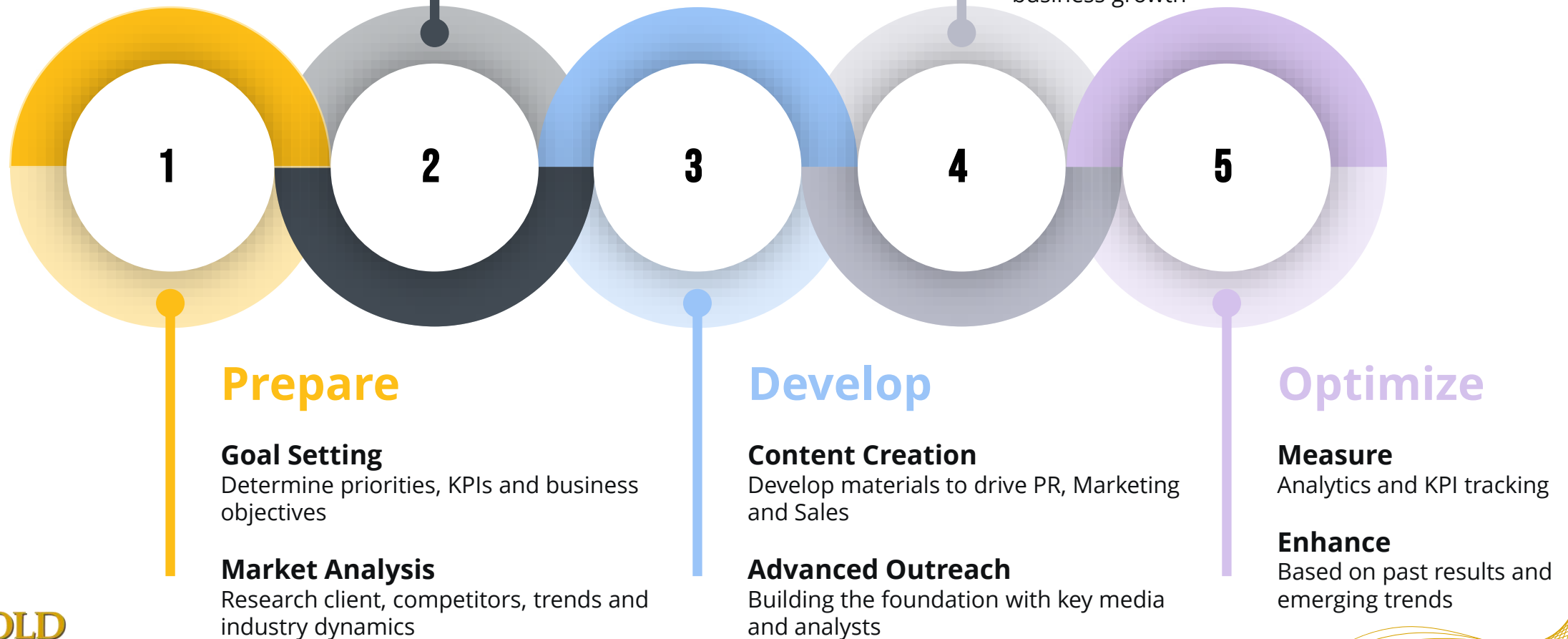
We help you make news, not wait for it to come to you. Our rolodex is yours.

## **Actionable Insights**

We blend data with creativity to deliver meaningful results.



# Getting Started: Our Roadmap to Enhanced Visibility



# We Measure What We Do Our BG&A Insight™ KPI S.M.A.R.T. Report

Specific, Measurable, Achievable, Replicable,  
Timely

## BG&A S.M.A.R.T. Report

SMART: Specific Measurable Achievable Realistic Timely

TERM: January - December

Key Indicator / Media Relations		Yr to Date Target	Actual	% of Target	Weight
1	Announcements Issued and Drafted (12 per year)	12	14	116.67%	15%
2	High Value Story Placements (national business & tech) (24 per year)	24	35	145.83%	10%
3	Medium Value Story Placements (all appropriate trades) (250 per year)	250	310	124.00%	15%
4	Low Value Story Placements (outlets not industry-focused) (30 per year)	30	50	166.67%	2%
5	Media Briefings (18 per year)	18	22	122.22%	12%
6	Analyst & Influencer Briefings (24 per year)	24	20	83.33%	12%
7	ByLines (4 per year)	4	5	125.00%	10%
8	Speaker Bureau Placements (12 per year)	12	14	116.67%	10%
9	Industry Award Submissions (10 per year)	10	15	150.00%	9%
10	Survey (2 per year)	2	2	100.00%	5%

KPI SCORE: 121.35%

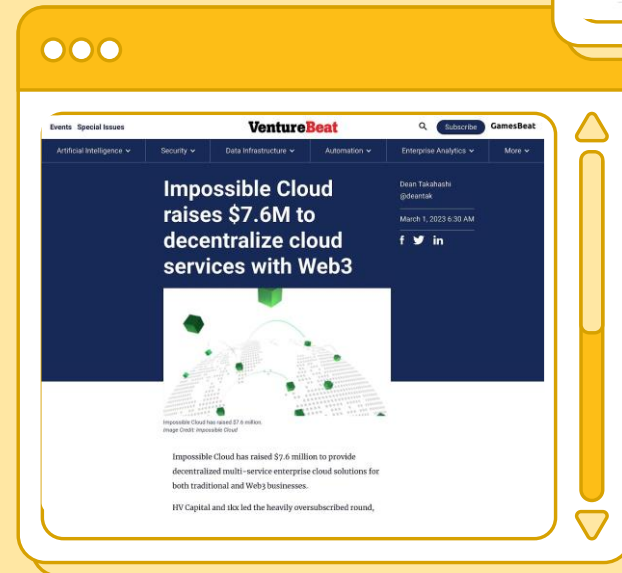
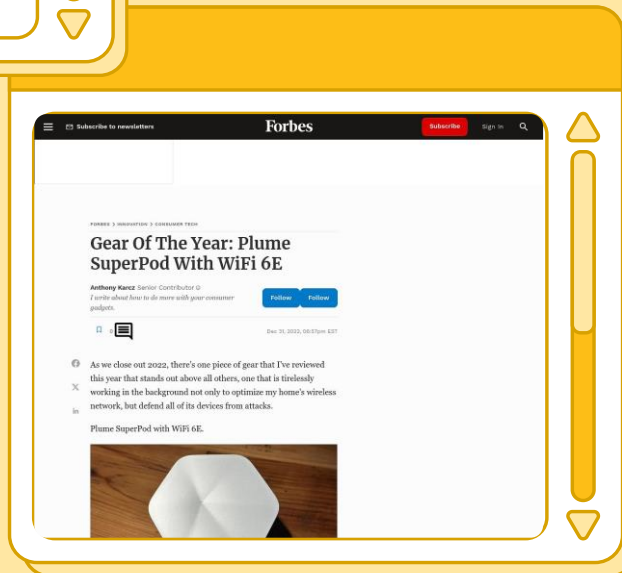
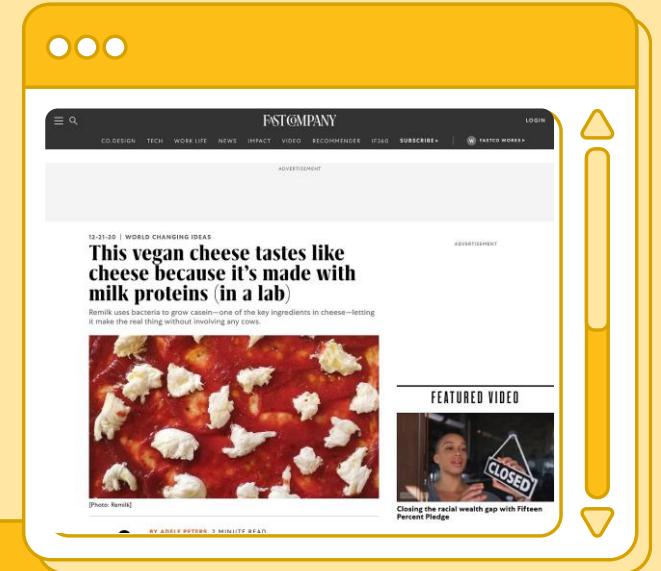
100%

	Date (MM/DD/YY)	Country	Publication	Author	Headline	Topic Summary	High Value (mark w/1)	Medium Value (mark w/1)	Low Value (mark w/1)	Feature (mark w/1)	Mention (mark w/1)	Byline (mark w/1)		Audience (Business, Tech, TV/broadcast, Advertising)	Product (mark w/1)	Customer (mark w/1)	Corporate (mark w/1)	Impressions	
Q1 Coverage																			
January																			
	January 1	US	Newspaper 1	Author 1	Headline 1	Topic 1	1			1			<a href="http://www.sampleurl.com/sample">www.sampleurl.com/sample</a>	Business			1	1,000,000	
	January 2	US	Magazine 1	Author 2	Headline 2	Topic 1		1		1		1	<a href="http://www.sampleurl.com/sample">www.sampleurl.com/sample</a>	TV/Broadcast		1	1	250,000	
February																			
	February 3	US	Newspaper 2	Author 3	Headline 3	Topic 1			1		1		<a href="http://www.sampleurl.com/sample">www.sampleurl.com/sample</a>	Business		1		2,000,000	
	February 4	US	Newspaper 3	Author 4	Headline 4	Topic 2	1				1		<a href="http://www.sampleurl.com/sample">www.sampleurl.com/sample</a>	Business			1	3,000,000	
March																			
	March 5	US	Podcast 1	Author 5	Headline 5	Topic 2		1		1			<a href="http://www.sampleurl.com/sample">www.sampleurl.com/sample</a>	Technology		1		10,000	
	March 6	US	Blog 1	Author 6	Headline 6	Topic 1		1			1		<a href="http://www.sampleurl.com/sample">www.sampleurl.com/sample</a>	TV/Broadcast			1	15,000	
NA-TOTALS						Total Articles	High	Medium	Low	Feature	Mention	Byline			Prod.		Cust.	Corp.	Impressions
						6	2	3	1	3	3	1			3		2	3	6,275,000



# Sample Coverage Report

View online here: and click on each story  
<https://share.coveragebook.com/b/c73c3752b9f5168c>



# PLUME

## B2B Success: Scaling from Startup to Unicorn

### Results

In the first year of our engagement, BG&A secured more than **280 original story placements**, including tier-1 outlets such as **Forbes, Wall Street Journal**, and industry trades. This also includes securing 10 industry awards and 8 thought leadership pieces, supporting the company at 5 additional industry events, and generating more than 65 briefings with key reporters and industry analysts. With Plume's success across sales, PR and marketing, the company has rapidly grown on a global stage, and recently closed its Series-F funding round with a valuation of \$3.2B.

### Challenge

BG&A was initially tasked with creating a comprehensive media & analyst newsmaker event for Plume at CES, the largest technology event in the world. Due to the event's success, the project quickly grew into a proactive North American and European B2B PR campaign for a fast-growing startup that not only wanted to drive brand awareness, but critically, reposition itself from being a Wi-Fi company to a Smart Home services pioneer.

### Approach

BG&A developed a holistic PR and marketing campaign positioning Plume as an invaluable resource and pioneer driving innovation in the Smart Home industry. BG&A's challenge was amplified as Plume competes directly with powerhouse tech giants like Google and Amazon, who were already established in this space and are always top of mind for mainstream media. BG&A found tremendous success by utilizing Plume's unique data and industry insights, and proactively engaging reporters. We conducted weekly outreach to key trade, business and consumer media analysts, putting a unique spin on why they needed to cover Plume and how Plume could serve as a resource for their stories. These efforts coincided with leveraging our vast experience with industry knowledge, media and analyst relations and more.

71%



Award Nominations  
Shortlisted

280+



Original Stories

65+



Media & Analyst  
Interviews

52%



Shortlisted  
Nominations Won

6



Speaking  
Engagements

174%



Exceeded KPI  
targets

"Their work ethic and results were impressive. They also have good media relationships and industry contacts."

Mark Goodburn, Director of Product Marketing, Plume

# CISCO

Curated Conversations Exclusively for Media & Analysts

## Challenge

Create and produce a must-attend Cisco newsmaker event to provide a physical or virtual platform for custom messaging, not offered in standard conference panels, and attract top-tier media and analysts at major trade shows in the U.S. and Europe.

The goal: cement Cisco and its industry partners as the go-to thought leaders, with cutting-edge, coverage worthy news, and technological innovations shaping the video delivery of information, entertainment and sports.

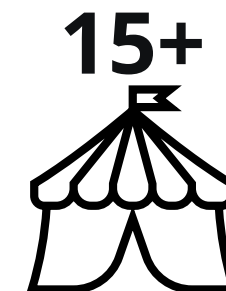
## Approach

BG&A identified hot topics that elevated Cisco's show messaging while leveraging its industry partnerships. We designed online event registration landing pages and secured media/analysts to attend.

We identified and negotiated advertising, video production, moderators, venue, AV, signage and catering. Ultimately each event was a seamless and elegant one to two hours of high-level conversation and content generation.

## Results

These events have become a staple at all Cisco's trade show participation. At CES, MWC, IBC and NAB, Cisco relies on BG&A to handle everything from beginning to end including curating guest lists, media and analyst outreach, booking speakers, RSVPs, and event management.



**15+**  
Custom Events  
Produced  
Over 5 years

## Results From A Single Event

150

15



Coverage in print,  
online  
and shared via  
social



Press in Attendance



Partnerships with  
NBCUniversal, Walt  
Disney Studios and  
more

"This event had to be pulled together very quickly. BG&A curated the event entirely. We were thrilled to bring them on to help us."

Ashley Pries, Public Relations, Cisco Networking

# Meet Your Team

Our award-winning senior team includes:



Bob Gold  
Principal



Chris Huppertz  
VP & GM



Tom Campo  
NYC Senior PR  
Counselor



Beth Braen  
Vice President

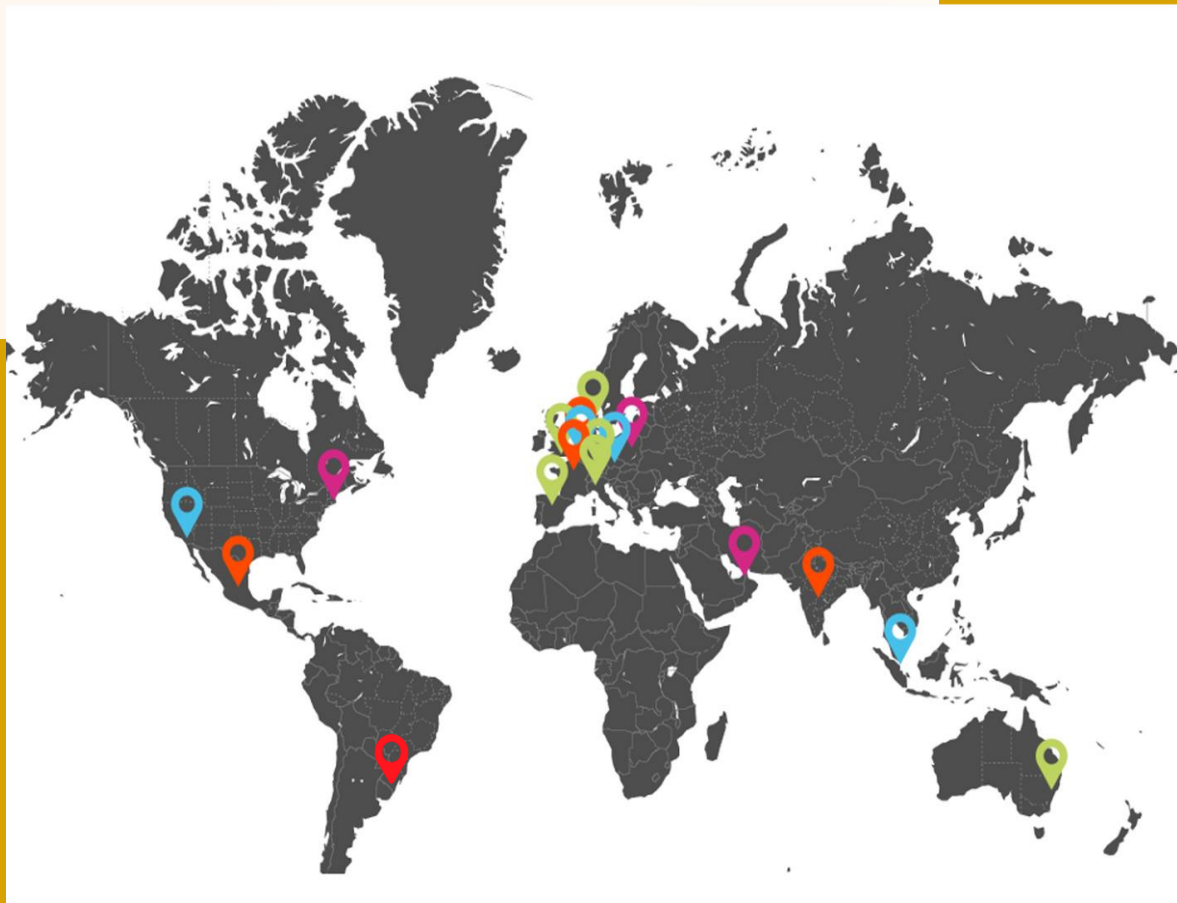


Andrew Laszacs  
Associate Director



Albert Heape  
Account Executive





## Our Global Partner Network

BG&A, a founding member of the WIN PR Network, brings global reach with a local touch.

Through custom programs tailored to regional market needs, we partner with top global agencies to ensure consistent, exceptional service and impactful results.

Wherever your audiences are, we help you connect.



## Don't Take Our Word for It. Here's What Our Clients Say\*



"They're the best firm we've ever worked with." - Becky Jones, CMO & CPO Officer, Viamedia



"Their work ethic and results were impressive. They also have good media relationships and industry contacts." - Mark Goodburn, Director of Product Marketing, Plume



"An excellent example of how a PR partnership can and should work." - Laura Schroeder, Head of Brand, Impossible Cloud



"Thanks BG&A for all your support and hard work on our Independent Show. I think we pulled off one heck of a conference." - Howie Olson, Event Manager, NCTC



"Their communication is top-notch, always keeping us informed and involved in the process." - Teylez Perez, VP of Marketing, Curacao



"What impresses me most is their vast technical knowledge, and ability to tailor our message depending on the audience. Also, they curate a large database of media & analysts that they leverage for us."

- Jenny Lake, Global Events & Marketing Communications Manager, Varnish Software

\* Check out our five-star rating and reviews [here](#)

# We Are An Award-Winning Agency



Forbes  
America's Best PR Agencies  
Bob Gold & Associates



PRSA Los Angeles  
60th Annual Prism Awards 2024  
Multiple Categories  
Bob Gold & Associates



PR News  
2023 Top Agency Elite 100  
Bob Gold & Associates



Clutch  
Top PR Firms in Telecom 2024  
Bob Gold & Associates



O'Dwyer's  
Top PR Firm 2024  
Bob Gold & Associates



PRSA Los Angeles  
2019 Communications Professional of the Year  
Bob Gold, President & CEO,  
Bob Gold & Associates

# Let's Talk!



[www.bobgoldpr.com](http://www.bobgoldpr.com)



310.320.2010



1640 S. Pacific Coast Hwy, Redondo Beach, CA 90277



[bob@bobgoldpr.com](mailto:bob@bobgoldpr.com)



[linkedin.com/company/bob-gold-&-associates](https://www.linkedin.com/company/bob-gold-&-associates)



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Portland



New York



Global