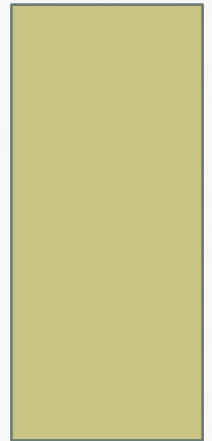


**Name : Tanya Tewari**

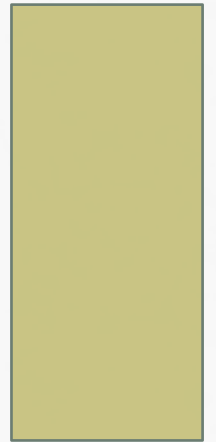
**BJMC 6th**

**Enrollment No. : 1706201162**

**Admission No. : 17SMCS101164**



# ADVERTISING & PR COMPANIES



# 1. GENESIS BURSON-MARSTELLER

genesis



Burson·Marsteller

**About – Genesis Burson-Marsteller is one of the leading global public relations and communications firm which has its headquarters in New York and is globally expanded in 110 countries across 6 continents. For the last 25 years, Genesis Burson-Marsteller has set amazing benchmarks with their creativity & imagination. They deliver integrated communications services to some of the best Indian & global companies. They are highly focused on delivering measurable results through evidence-based, ideas-driven and result oriented campaigns.**

**Services – Public Relations, Public Affairs, Business Divisions**

**Founding Year – 1953**

**CEO – Prema Sagar**

## 2. ADFACTORS PR



**ADFACTORS PR**  
Knowledge-driven communications

- **About – Adfactors PR is a Multi-specialist, full-service Press release agency that ranks among Asia's Top 10 PR Consultancies. They serve over 300 clients over 40 cities in India. Their clientele includes financial institutions, corporations, conglomerates and startups. They have a track record of providing customized PR solutions according to the requirements of the clients.**
- **Services – Corporate Reputation, Capital Market Communications, Banking & Financial Services, Consumer Communications, Crisis Communications, Public Affairs and Digital & Social.**
- **Founding Year – 1997**
- **CEO – Madan Bahal**

# 3. WAGGENER EDSTROM



**About –** Waggener Edstrom is one of the largest communications and PR agencies in the world. They have more than 1,000 experts in the field of technology, health and consumer management. Currently, they have a global team consisting of story makers, strategists, data scientists, writers, filmmakers and social media experts. They have the expertise to unlock & harness a brand's potential and create amazing campaigns to help them take their business forward.

**Services –** Product Campaigns, Insight & Analytics, Crisis & Issues Management, Executive Positioning & Platform, Corporate Communications & Brand Purpose.

**Founding Year –** 1983

**CEO –** Melissa Waggener Zorkin

# 4. WEBER SHANDWICK

- **About – Another leading global public relations firms in India with over 17 years of diverse experience. They have a highly focussed approach to storytelling and campaign planning which is consistently recognized by PR Forums. They deliver strategic, creative and impactful campaigns that move the reputation needle for a diverse range of Indian and multinational companies.**
- **Services – Business Marketing, Consumer Marketing, Corporate, Crisis & Issues Management, Digital Communications, Financial Services & Media Training.**
- **Founding Year – 2001**
- **CEO – Valerie Pinto**

# 5. EDELMAN



- **About – Edelman is a global communications & Marketing firm with worldwide leading businesses & organizations as partners. They have proven strategy which is laser focussed on engaging audiences over time to earn trust. Along with providing traditional & enhanced PR, they also deliver integrated campaigns, digital strategies & solutions. Additionally, they have a diverse team of strategists, creators & counsellors with in-depth knowledge of markets, cultures, and issues.**
- **Services – Brand Journalism, Business Transformation, Crisis & Reputation Risk, Performance Marketing, Media Relations & Public Affairs.**
- **Founding Year – 1952**
- **CEO – Rakesh Thukral**

# 6. OGILVY PR

The Ogilvy logo is displayed in white text on a red rectangular background.

- **About – Another leading global marketing communications firm that has more than 85 offices around the globe. By broadening their horizon, they have developed highly refined speciality services including Health Policy, Crisis Management, Multicultural, Risk Communications, Analyst Relations, Digital Influence for B2B, Behavior Change Communications, Internal Communications, Investor Relations and Media Influence.**
- **Services – Consumer marketing, corporate, healthcare, technology, public affairs & social marketing.**
- **Founding Year – 1964**
- **CEO – Michael Frohlich**



# 7. MSLGROUP INDIA



- **About – MSL is a public relations and integrated communications partner with global expansion. They provide strategic counsel and creative thinking for building the brand. They create & execute insightful campaigns to build influence and deliver impact. It is an agency built through combination and acquisition. With their ability to influence & deliver impact, they stand out in the crowd.**
- **Services – Reputation Management & Corporate Communications. Crisis & Issues Management, Employee Communications, Financial Communications, Policy & Regulatory Communications & Consumer Marketing.**
- **Founding Year – 1989**
- **CEO – Amit Misra**

# 8. PERFECT RELATIONS



- **About – Perfect Relations is South Asia’s image management and communication firm. Today, they are the single biggest resource in communications & business policy advice for Indian as well as global corporates. They construct, communicate and cultivates the brand’s requirement to create integrated campaigns to nurture brand awareness. They have company-owned offices in 14 major cities including Delhi, Mumbai, Bangalore, Chennai, Kolkata and Hyderabad.**
- **Services – Advisory & Consulting Services, Public Affairs & Government Relations, Investor Relations, & Social Media Management & Networking and Organizational Communications Consulting.**
- **Founding Year – 1992**
- **CEO – Dilip Cherian**

# 9. KETCHUM SAMPARK



- **About – Ketchum Sampark is a global communications consultancy firm that offers an extensive and experienced network of communications so as to help & guide companies expand their horizon and dimensions. With a track record of 24 years, Ketchum Sampark understands the cultural, commercial, political and media characteristics of regional Indian markets. Moreover, they have an impressive client retention rate & has rapidly become one of India’s leading communication consultancies.**
- **Services – Financial Communications, Corporate PR, Brands and Marketing, Technology PR, Employee communications, Issues and Crisis management, Public Affairs, Social Media and Digital PR.**
- **Founding Year – 1994**
- **CEO – Girish Huria**

## 10. AVIAN MEDIA



- **About – Avian WE are a public relations company based in New Delhi, India. They provide a comprehensive range of communications services along with strategic thinking and seamless execution of integrated campaigns. They work upon their core ideology which is “To Foster Clients For Life Through Excellence In Advocacy.” Also, they focus on three pillars which are People First, Clients for Life & Business Sustainability.**
- **Services – Public relations, public affairs, social & digital, content creation and storytelling, corporate social responsibility and advocacy, crisis management, financial, and corporate services.**
- **Founding Year – 2004**
- **CEO – Nikhil Khanna**