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PR Firm Wins Awards for Client Campaigns

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Posted: Friday, July 15, 2011 9:13 am

Stephanie Fagnani | 0 comments

Co-Communications, Inc., a full-service marketing communications firm located on East Main Street in Mount Kisco, was recognized with six Big W awards by the Ad Club of Westchester during its annual gala at Abigail Kirsch at the Tappan Hill Mansion in Tarrytown on June 8.

Established in 1997, Co-Communications provides public relations, direct mail, advertising, e-mail campaigns, special events, and Web site development campaigns for clients in such industries as real estate, healthcare, finance, and technology. The company received Ad Club of Westchester (ACW) awards in the public relations category for the Boys & Girls Club of Northern Westchester, Westchester Library System, The GYM in Armonk, Guiding Eyes for the Blind, Hospice & Palliative Care of Westchester and Food Bank of Westchester.

The company picked up four gold ACW awards for The Guiding Eyes for the Blind for its 33rd annual Golf Classic, The GYM in Armonk for its Breast Cancer Awareness campaign, Hospice & Palliative Care of

Co-Communications

Co-Communications, Inc., recently received six Big W awards from the Advertising Club of Westchester for its public relations and marketing work. Pictured, from left to right, are Kat McKee, account services manager for Co-Communications, Inc; Jeanne Wilcox, of the Food Bank for Westchester; Stacey Cohen, president of Co-Communications, Inc.; and Katy Coppinger, also from the Food Bank for Westchester.

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Westchester for an ongoing campaign, and Food Bank of Westchester for an ongoing campaign. Silver awards were garnered for the Boys & Girls Club of Northern Westchester for an ongoing campaign and Westchester Library System for its 13th annual African-American Writers & Readers Literary Tea.

This is the second consecutive year that Co-Communications' Guiding Eyes for the Blind campaign received recognition. The firm's 2010 Guiding Eyes campaign received ACW's "Best of Show" recognition for generating more than 300 media results across print, broadcast, and online platforms, reaching an estimated audience of more than 30 million. Major media included CBS Sunday Morning, ABC, NBC, Sports Net New York, New York Post, The Journal News, USA Today and The Today Show.

Stacey Cohen, president of Co-Communications, said the key to implanting a successful marketing campaign lies in showing prospects exactly how they can benefit from services by highlighting the unique aspects of a business, regardless of its industry focus.

"We have a very diverse client base - we work with real estate firms, professional services, hospitality, non-profits, and IT firms - and the one commonality is the importance of differentiation. Companies, now more-so than ever, really have to break out of the clutter," Cohen said.

Engaging in campaigns that utilize the popularity of social media has also become an important part of all marketing efforts, Cohen said, adding that she sees too many businesses get stuck in a marketing "comfort zone" where they tend to repeat the same marketing tactics even if they are not working.

"These days it's all about having a very solid online presence," she said. "We're going to continue to see a decline

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in the use of traditional media, [but] there are a lot of evolving marketing platforms."

Co-Communications can be reached at 914-666-0066. The company's satellite office is located in Simsbury, Connecticut, and can be reached at 860-658-5700.

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