

Celebrating



Empowering Brands To Grow And Dominate
With *Seriously Strategic!*SM Successes

K•COM•PR
KAYE COMMUNICATIONS

Full-Service Integrated Marketing
& Public Relations Counselors

Revisioning Experts | Brand Masters | Image Makers | News Media Specialists | Alliance Builders
Community Connectors™ | E-Marketing & Social Media Innovators | Full-Service Graphic Designers

With more than 75 years of experience in business development, brand marketing, public relations, media relations, community engagement, alliance building and crisis communications, firm principals Bonnie and Jon Kaye are trusted “think tank” advisors driving strategic, innovative “marketing” communications for a diverse roster of local, regional and national clients.

Now celebrating its 25th year in business and community, KCOM-PR has established itself as an award-winning **561 PR Authority** for resonating brand launches, reinventions, rebounds, refreshes, repositioning, relocations and reputation repairs. Always results-focused to help brands grow and dominate, the **firm provides market-relevant assessments, branding, authentic messaging and original content development, ideation and activation** of successful, integrated consumer and business-to-business public relations and marketing programs and campaigns for multiple industries.

Industry sectors served range from healthcare, tourism and hospitality, private club, commercial and residential real estate, retail and mixed-use destination, financial, legal, entertainment and large-scale events to public-private partnership, arts and culture, government agency and nonprofit.

How have we impacted the success of brands in a variety of industries?

- Introduced, re-branded or repositioned several national/regional brands within Florida, including **Cartier, True Food Kitchen, California Pizza Kitchen, Boston Market, Old Homestead Steakhouse, Loews South Beach and La Boulangerie Boul’Mich.**
 - Represented hospitality icon **Boca Raton Resort & Club** with more than 16 years of strategic initiatives including key launch support of **Spa Palazzo, The Yacht Club** and **Morimoto**; re-launching of the **Boca Beach Club**; and marketing of its **Premier Club**.
 - Repositioned one of the Caribbean’s foremost resorts, the **Radisson Aruba Resort, Casino & Spa**, including revenue-driving exposure of the property’s \$55 million transformation in 2000 and \$25 million renovation in 2011.
 - Developed and integrated comprehensive PR & MarCom brand messaging and campaigns for such leading healthcare providers as **Promise Healthcare hospitals, Success Healthcare hospitals** and **physician practices.**
 - Positioned client relationships for national brand exposure (as we casted **dermatologist client** in paid spokesperson role in a Proctor & Gamble national ad and publicity campaign).
 - Branded and launched business/community/media outreach initiatives such as the VIPER Crime Prevention program by the **City of Boca Raton’s Police Services Department**; Downtown Boca: It’s Happening! and Meet Me On The Promenade: destination marketing for **Downtown Boca Raton CRA; Boca Raton’s Promise** (BOCA BRAVE Community Conversations on Mental Health); 2019 “In Justice for All” Bresky Bash **for Law Offices of Robin Bresky** to benefit Legal Aid Society, PBC.
 - Initiated and cultivated community and public/private partnerships for **Downtown Boca, Town Center at Boca Raton, ESPN’s Boca Raton Bowl, PGA Champions Tour Season Opener, Boca Raton Resort & Club, El-Ad National Properties, Habitat for Humanity of SPBC, FAU Charles E. Schmidt College of Medicine, Boca Raton Mayors Ball, Tri-County Animal Rescue, Levis Jewish Community Center, YMCA SPBC,**
- Wyland Living Green Fair, Boca Raton’s Promise American Cancer Society** (Real Men Wear PINK), **March of Dimes and more!**
 - Delivered innovative news-making strategies for such brands as **Boston Market, Rex Baron Survivors Kitchen + VR Lounge, Old Homestead Steakhouse’s \$100 Hamburger** campaign that generated \$1.7+ million worth of global broadcast media exposure plus Associated Press and other wire placements within 48 hours of debut.
 - Developed national media introduction of **Muvico Theaters’** industry trailblazing “dinner and movie” concept debuting that delivered NBC Today and other national consumer and business media.
 - Executed the total rebranding of **Royal Palm Place**, including its repositioning for its evolution into a premier mixed-use village.
 - Introduced, positioned, and developed strategic media relations, community relations, marketing campaigns and sales development communications for luxury residential real estate communities, including **Mizner Lake Estates, Ocean Harbour Estates, The Grand Estate Collection, Residences at Royal Palm Place and private clubs such as Broken Sound Club and Boca Lago Golf & Country Club.**
 - Developed short- and long-term strategic plans for and construction of **Downtown Boca Raton’s inaugural destination website**, including visuals, demographic/ niche content and functionality, an official site map guide, with aggressive SEO initiative, social media interface and multi-media campaigns to drive internet/mobile traffic.
 - Developed strategic initiatives for events with global historic significance, such as the **70th Anniversary Passenger Reunion in Commemoration of the ill-fated Voyage of the S.S. St. Louis**, carrying 937 Jewish refugees fleeing Nazi Germany for freedom from the horrors of the Holocaust, but were turned away by the Cuba and U.S. governments.

To propel businesses and organizations of all sizes in a variety of industries grow and dominate their market share, **KCOM-PR develops market-relevant strategies supported by expertise in key practice areas and experience in diverse concentrations.** Engagements range from comprehensive annual and phased-in integrated programs to quarterly communications assessments, consulting/training sessions and project/campaign-specific initiatives.

OUR PRACTICE AREAS

KCOM • STRATEGIC

- Positioning
- Message Development
- Benchmarks and Objectives Setting
- Target Audience Penetration
- Corporate Communications (internal and external)
- Diversity Initiatives
- Consumer and B2B Communications
- Presentation Development (PowerPoint, Video, Print)
- Product Launches
- Reputation Management
- Crisis Management
- Customer Surveys
- Awards & Recognitions

KCOM • THINK TANK

- Strategic Communications Audit
- Counsel For: C-Suite Executive Management
- Re-visioning Strategies
- Executive Etiquette and Image Refinement
- Leadership Coaching and Training
- Internal/External Communications Messaging and Campaigns
- Reputation Management
- Corporate Conference Planning and Execution
- Communications Planning for Start-Up Businesses

KCOM • GREEN

- Sustainability Positioning and Messaging
- Corporate Social Responsibility Planning
- Consumer and B2B Communications
- Social Media Initiatives

KCOM • BRANDMASTER

- Brand Strategy Development and Management
- Integrated Multi-Brand Communications
- Logo and Corporate Id Package Design/Guidelines
- Trademark and Servicemark Research and Management
- Tagline and Messaging Development
- Multi-Brand Integration Strategy and Planning
- Product Placement and Cross-Promotions
- Signage
- Trade Show and Sales Showroom Displays
- Continuity Programs

KCOM • MEDIA RELATIONS

- Targeted To Print, TV, Radio, Online and Social Media Outlets
- Integrated Blog, Facebook, Twitter Distribution
- Corporate Online News Bureau Content and Management
- Expert Sourcing Features
- News Release Development
- Video News Release (VNR) Development
- Calendar Announcement Development and Postings
- Media List Development and Distribution
- Newswire Strategy and Postings
- Placement Reports (print, broadcast, online)

KCOM • ONLINE & SOCIAL

- Website Strategy/Design/Build
- SEO Strategy and Management
- Reputation Management
- Blog Set-Up/Content Management
- Facebook, Instagram, Twitter and LinkedIn

KCOM • CONNECT

- Community Relations
- Community Engagement
- Alliance Building
- Public-Private Partnership Strategy, Development and Management
- Corporate Social Responsibility (CSR) Initiative Development and Management
- Cause-related Marketing Program Development/Management
- Nonprofit Marketing and Communications

KCOM • CRISIS SOLUTIONS

- Internal and External Communications
- Crisis Plan Development
- Reputation Management
- RealTime Messaging
- Spokesperson Media Training
- Media Relations
- Community Relations
- Litigation Communications

KCOM • NONPROFIT

- Strategic Branding/Marketing
- Community Engagement
- "News-making"
- Capital Campaigns

KCOM • EVENTS

- Corporate Meetings
- Strategic Destination Marketing Events
- Festivals & Fairs
- Sports Events
- Premieres
- Grand Openings
- Product Launches
- Speakers & Entertainment
- Sponsorship Program Development

K·COM • WRITES

Your Source For Strategic Content

Original Content

- News Releases
- Newsletters
- E-Newsletters
- Ads and Commercials
- Letters
- Sales Letters
- Websites
- Blogs
- Speeches
- Talking Points
- Presentations
- PowerPoint Presentations

Blog Series Development

Proofing Services

Editing Services

K·COM • CREATIVE

Graphic Design, Including

- Logos
- Branding
- Ads
- Collateral
- Annual Reports
- Banners
- Displays
- Car and Bus Wraps

E-Communications

Website Design and Build

E-Newsletters

Photography

On Location Photo Shoots

Videography

Commercials

(radio and television)

K·COM • OUTSOURCE

Of Counsel/Coaching Internal Communications Teams

PR/Marketing Executive-On-Loan (Temp) Program



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OUR STRATEGIC CONCENTRATIONS

K·COM • HEALTHCARE

Hospitals

Physicians and Physician Groups (Medical and Dental)

Medical Schools

Cannabis/CBD Manufacturer/ retailers

K·COM • PROFESSIONAL

Professional Services, Including:

- Legal
- Financial
- Healthcare
- Technology

Commercial Real Estate Construction and Development

Vendors To Businesses

K·COM • CAMPAIGNS & CONFERENCES

Consumer

B2B

Nonprofits

Cause-Related Marketing Program Organizers

Government Agencies

Legal Class Action Suits

K·COM • HOSPITALITY

Hotels and Resorts

Private Clubs

Country Club Communities

Restaurants (including national brands with multiple locations)

K·COM • LEGAL

Law Firms and

Single Practitioners

Litigation (Plaintiff or Defense)

Class Action Suits

Crisis Management

Client-Related Reputation Management

K·COM • PUBLIC

Government Agencies/Institutions

Community Redevelopment Agencies

Business Improvement Districts

Business Development Organizations

Universities

K·COM • LIFESTYLE

Shopping/Dining Mix-use Destinations

Lifestyle Centers

Retail Boutiques

Residential Real Estate

Wellness and Fitness

Spas

K·COM • ACE (Arts, Culture & Entertainment)

Museums

Galleries

Festivals & Fairs

Traveling Exhibitions

Performing Arts

Concerts

Special Events

K·COM • SPORTS

Professional/Amateur Teams

Spectator Events

Tournaments

Races

Sporting Goods/ Products

Known As Community Connectors™, Kaye Communications has supported the following in its 25+ Years of “Commitment To Community”:

Adolph and Rose Levis Jewish Community Center – Boca Raton, FL*
Boca Raton’s Promise* ■
Rotary Club Downtown Boca Raton* ■ (Boca Raton Mayors Ball, Annual Honor Your Doctor Luncheon)
Habitat for Humanity SPBC* ■ (Women’s Build, CEO Build)
Spirit of Giving ■
YMCA SPBC ■
Tri-County Animal Rescue ■
Florida Atlantic University Foundation*
Charles E. Schmidt College of Medicine at Florida Atlantic University*
Greater Boca Raton Chamber of Commerce*
Florence Fuller Child Development Centers* ■
March of Dimes Signature Chefs & Wine Extravaganza*
Boy Scouts of America*
Women In Distress*
American Cancer Society (hosted 2011 Survivors Reception for Making Strides Against Breast Cancer)*
Real Men Wear Pink*
League For Educational Awareness of The Holocaust* ■
Order of St. John of Jerusalem*
Boca Raton Champions Golf Charities* ■
Rotary Club of Boca Raton* ■
The Haven (Home For Young Men In Foster Care)* ■
Boca Raton Symphonia* ■
Cystic Fibrosis Foundations (South Florida)*
Palm Beach International Film Festival ■
International Museum of Cartoon Art ■
Centre for the Arts at Mizner Park* ■ and Festival of the Arts BOCA (founding member)*
Boca Raton Educational Television (BRET)*

** Principals serve/have served in leadership roles as board members or event chairpersons, or firm has been a sponsor*

■ *Kaye Communications Client*



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