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Clients' Guide to PR Firms 2001

BRAND BUILDING

AMSTER-YOUNG PUBLIC RELATIONS

Now in its ninth year, Karen Amster-Young's boutique PR firm has succeeded in carving out a nice niche for itself in the New York public relations arena, providing creative media relations programs to a wide range of lifestyle accounts, with special expertise in the home products category, but a sufficiently broad range of clients to ensure that account executives see more than just the obvious angles.

Amster-Young's firm remains among the smallest of those profiled in these pages (revenues for 2000 were around \$1 million) but the big agency experience of its principal means that AYPR can offer the account planning ability of a larger agency combined with the speed, flexibility, and outside-the-box thinking more commonly found in creative boutiques — often taking a guerrilla marketing approach that goes beyond traditional media relations to gain visibility for a client. The firm is also willing to draw on experts off-staff as well as on alliances with other firms in other disciplines to find the right solution for its clients and deliver a range of services unusual for a firm this size.

New business in 2000 included the Federated Merchandising Group account, which includes FMG's private labels such as Charter Club, I.N.C., Tools of the Trade, and Alfani. The firm also went to work for the Jewish National Fund, while continuing to provide PR services to The Wallpaper Council and the National Tabletop and Giftware Association.



Amster-Young Public Relations, Inc. 304 Park Avenue South Suite 218 New York, NY 10010
Tel 212-387-9588 • Fax 212-387-9198 • www.amster-youngpr.com