

1998 Agency Report Card



Amster-Young Public Relations

In an era of specialization, Karen Amster-Young's fast-growing New York boutique is something of an anomaly; a small generalist agency that does not feel the need to specialize.

Amster-Young herself says that working in a wide range of industries "broadens our perspective," so clients range from toys to trade associations, fashion to food. While most assignments are either focused on consumer or business-to-business marketing, the firm has expertise in corporate reputation management and even crisis communication, and its founder refuses to be pigeonholed.

Amster-Young has continued to grow at a healthy pace—about 30 percent—over the past year thanks to the addition of business from the Wallpaper Council, a new trade group dedicated to promoting wallpaper as a decorating choice, and the Travel Industry Association, which AYPR is assisting as it seeks to gain visibility for its new chairman.

The agency continues to develop a workplace culture that combines the best elements of larger agencies such as Ketchum—an impressive internship program and a commitment to professional development—with the entrepreneurial, empowerment-focused environment of a boutique such as Patrice Tanaka & Co. Its success is reflected in the unusual longevity of its junior staff.

