

1999 Agency Report Card



Amster-Young Public Relations

By choosing to represent clients in a wide range of industries, Karen Amster Young's firm broadens its own media relations credentials and provides clients with new thinking from outside their industry. For The Wallpaper Council, for example, AYPR has been able to expand its PR efforts beyond home and decorating magazines to include reporters (and ultimately consumers) in a wide range of media. Having focused initially on such lifestyle-oriented accounts, AYPR is expanding its focus, and the range of services it offers to include guerrilla marketing and strategic counsel.

While still among the smallest of the firms covered in our Agency Report Card, AYPR has been growing at a consistent 25 percent per year, adding new business in 1999 from The Wallpaper Council, the National Tabletop and Giftware Association, Rheingold Brewing, and Herman Survivors, a \$40 million outdoor footwear company. For a small agency, AYPR has a strong commitment to training, mentoring, and internship programs.

