

**A lot has changed  
in the last  
20  
years.**



**And, a lot hasn't.**

While the Millennium has changed, technology and communication techniques have evolved. The LIF™style experts at JSH&A continue to perfect the art of connecting brands with key consumers. For the past 20 years, our PR programs, driven by LIF, a.k.a. *Life Influence Factors*, have made our clients' products shine in the marketplace. Just as brands and services are always changing, so too are the tools consumers use to communicate. The JSH&A Social LIF™ strategies integrate the latest online and word-of-mouth techniques with traditional media outreach for conversations that directly impact and influence consumers. For 20 years, JSH&A helped bring LIF™ to some of the best brands and companies in America, including Beam Global Spirits & Wine, Hershey®'s, McDonald's®, and redbox®. Are your PR strategies full of LIF™?

**Celebrating 20 YEARS of PR with LIF™**  
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SOCIAL  
**LIF™**

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