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FOOD, BEVERAGE & NUTRITION PR ISSUE

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JSH&A

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JSH&A is a new kind of public relations agency dedicated to developing effective and creative PR strategies that speak to consumers in a relevant and clear voice. Experts at connecting with consumers and media, JSH&A's unique LIF™ Style and Social LIF™ PR processes create innovative environments and techniques that deliver impact and generate news on- and off-line.

While launching new premium chocolate product lines for The Hershey Company, providing unique tasting experiences on behalf of Beam Global Spirits & Wine or developing global media campaigns on behalf of McDonald's, JSH&A has connected with top food and beverage media to deliver outstanding results.

**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™?

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