

BULLDOG
Award Winner

Backtalk

News and Views from
Landis Communications INC. (LCI)



landis communications inc.
public relations • social media • digital

Share. Engage. Participate. Influence.

**It's been a
very good
year...**

LCI received a number of
industry awards in 2015



**Health Care Agency
of the Year**



Small Agency of the Year



**Best Response to Breaking
News**

Happy Holidays from LCI!



We have a lot to be thankful for here at LCI - great employees, clients and our upcoming big 25th anniversary (more on that soon). We also believe in spreading that cheer. Project Open Hand, a San Francisco based non-profit that provides home-delivered meals for the seriously ill is the recipient of a holiday donation from LCI. To learn more about this terrific organization visit www.openhand.org. We encourage everyone to support a charity of their choice this holiday season.

Google+ ch-ch-ch-changes...





Public Relations Global Network
The World's Local Agency

Best Corporate Social Responsibility Program

New Client:



[Global Alzheimer's Platform Foundation](#)

YouTube Red Invades Online Video

Want an ad-free YouTube experience? YouTube's got the answer - YouTube Red is the new paid membership product that's ad-free. What does this mean for marketers? Ingenuity and creativity will win the day in branded videos. It's not enough to put a video together and "hope it goes viral."

Featuritis (the dreaded disease of too many features crammed into one product) had infected Google+ for a while - but now the redesign is streamlined and elegant.

No longer the also-ran of social media, Google+ is making in-roads into "Communities" (talking with peers about selected interests) and "Collections" (trends to follow).

It's your agency's job to stay up to date on the (almost daily) changes in the social media world. Don't worry - we're on it.

To learn more, follow LCI on Twitter (@landiscomm) or drop us a line at info@landispr.com. (Or Follow us on [Google Plus!](#))



#1 Social Media Agency in the U.S



Best Healthcare Agency
Best Small Agency



Social Media Award

Let's get social. Follow, like and engage with LCI!



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Your strategy has to include research and tracking to determine the return on investment - especially in an environment that is bifurcating to paid and unpaid. To learn more, email [Sean Dowdall](mailto:Sean.Dowdall@landispr.com), LCI's digital guru. View LCI's video work [here](#).



[LCI](#) is part of the **[Public Relations Global Network](#)** (PRGN)



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**your brand stand out in the
digital world.**

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