

**BULLDOG**  
Award Winner

## Backtalk

News and Views from  
Landis Communications INC. (LCI)



landis communications inc.  
public relations • social media • digital

Share. Engage. Participate. Influence.

Welcome to our  
new clients:



(Partnering with our [PRGN](#)  
Detroit-based  
agency, [Bianchi Public  
Relations](#))

Happy Holidays!

## Earned Media Still the Golden Ticket



At LCI, we had it right all along: earned media is still the most influential way to shape brand opinion. According to trade publication [The Holmes Report](#), a recent study found that 47% of US respondents rated earned media as the most influential for brand perception. Respondents also believe that earned media is the biggest driver of content sharing.

What's even more interesting is how that percentage is consistent in the U.K. (44%) and is skyrocketing in China (62%).

Integrated communications, such as LCI's recent campaign for clients [Brain Health Registry](#) and [Global Alzheimer's Platform Foundation](#), leverages earned media's credibility. Earned media supported by content across multiple platforms promotes increased, positive brand perception and drives exponential results.



It's that time of year. To celebrate the holidays, LCI would like to thank our clients, employees and colleagues - and all of you!

In that spirit, LCI has made a donation to the [San Francisco-Marin Food Bank](#), whose mission is to end hunger in our own backyard. We encourage you to get in touch with food banks in your area to pay it forward.



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**#GivingTuesday**  
**with Project Open Hand**

## LCI HAS AN AWARD-WINNING 2016



**LCI Team Celebration!**

It's been a banner year for LCI. We won **first place for content marketing** in [Public Relations Global Network](#) (PRGN)'s annual Best Practice awards for the above-mentioned **Global Alzheimer's Platform Foundation** campaign. LCI also racked up accolades from the [San Francisco Business Times](#) as one of **San Francisco's fastest growing companies** and a **top 25 LGBTQ owned business**. Finally, [Black Book Market Research](#) just named LCI one of the **top crisis healthcare PR agencies** in the country!

We're popping the champagne to celebrate before setting our sights on 2017...watch out!

### **SPEAKING GIGS...**

LCI's **David Landis** has been busy on the speaking circuit. He spoke about how brands can use **Twitter's Periscope** at [PR News' Social Media Summit](#) in San Francisco and also discussed the new



**David Landis (R)** celebrates #GivingTuesday with **Richard Lee Davis (center)** of **Bank of America** and the chef at **Project Open Hand (POH)**. As part of the celebration, BofA donated \$10,000 to POH. POH provides delicious meals for the critically ill in San Francisco and the East Bay. **Thank you, Bank of America**, for supporting POH's good work.

### NEW PRGN PARTNERS



**LCI and its Public Relations Global Network (PRGN)**

media landscape at [California Transit Association](#)'s annual conference in Oakland.



**(L-R) James Mowdy (of [b/spoke, a brand consultancy](#)) and David Landis at PR News' Social Media Summit in San Francisco**



**(L-R) Paul Holmes (SFMTA) with Paul Gonzales (LA Metro) and David Landis (LCI) at the [CTA](#) Annual Meeting in Oakland.**

recently [added partner communications firms in Belgium, Bulgaria, Lithuania, Denmark and Canada.](#)

*Above: LCI President David Landis and PRGN President Evelyn John Holtzhausen (from HWB South Africa) celebrated the new inductees during the annual PRGN conference in Lisbon, Portugal.*



**What's New with Giant Step Digital?**



Follow LCI's digital division Giant Step Digital on Twitter for all the latest tips to make your brand stand out in the digital world.

[@GiantStepD](#)

## LCI Awards:



#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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