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Top 18 boutique PR firms that are winning big clients like Lancôme, Walmart, and T-Mobile

by Michael Kaminer



Landis Communications

Since they don't depend on a single category, many generalist firms weathered 2020 better than specialist agencies.

Take David Landis' 30-year-old shop, a 10-person firm that generated about \$2 million in 2020 from clients like Walmart, Sutter Health, Graton Casino & Trust, and tech firm Velodyne Lidar.

"We're actually doing better than last year, which was already a good year," Landis told Insider.

He credited the firm's wide expertise in technology, healthcare, consumer products, nonprofits, and the environment with keeping business humming during the pandemic.

Over the years, clients have included the American Red Cross, Baby Gap, United Healthcare, and Benefit Cosmetics.