

The 561 Faces for Seriously Strategic “Marketing” Public Relations

***Kaye Communications,
Inc. (KCOM-PR)***

Bonnie Kaye

Jon Kaye

When businesses, nonprofits and destination events seek to launch, grow and dominate their marketplace, they dial the award-winning 561 “Brand Builder” Kaye Communications (KCOM-PR). With a proven 23-year firm track record supported by 65+ years of principal experience in a variety of industries, KCOM-PR has long been a one-stop hub for integrated communications with proven BizGen tools for brand launches, re-freshments, re-inventions and recovery.

Led by firm principals Bonnie and Jon Kaye, “build-to-suit” account teams work closely with clients to mutually set objectives. Then KCOM-PR identifies a brand’s DNA (dynamic news advantage), develops authentic messaging (they call it “writing right”) and stewards plan consistency in content, visual branding and community/influencer infusion.

Those that have engaged the firm include Boca Raton Resort & Club, Waterstone Resort & Marina, Broken Sound Club, City of Boca Raton, Town Center at Boca Raton, True Food Kitchen, California Pizza Kitchen, Royal Palm Place, El-Ad National Properties, Sklar Furnishings, Capitol Lighting, Cheribundi Boca Raton Bowl, Habitat for Humanity SPBC, Tri-County Animal Rescue.

“At KCOM-PR, it’s never about a single news release, brochure, blog, e-blast or ad...but rather driving dynamic, multi-pronged communications and news-generating brand journalism supported by long-established strategic alliances and relationships,” shared KCOM-PR Founder Bonnie S. Kaye. “It’s about creating or sharing a brand’s story in a way that excites news and feature media and resonates with its customers, prospects and those who influence them.”

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