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SOCIAL MEDIA

How Taco Bell Dropped What it Wanted To Say on Social and Emphasized its Fans' Voices Instead

It seems every brand is trying to break through on social media. The word *cofveve* did recently, as well as a misspelling of it: *Covfeve*. But what if you're a brand or organization attempting to get noticed and then thrive on social?

Few brands are doing social better than **Taco Bell**. So we asked Matt Prince, Taco Bell's PR + brand engagement manager, for the secret recipe and a few condiments.

Know Before You Go: For Prince, two things are important

to understand "before you compose a single post."

Number One: Know who your audience is and who your fan base is. Know to whom you are communicating. And "just because a social platform exists doesn't mean you should be on it," Prince says. "If you have a good understanding of your audience and it is [on a platform], that's where you should be."

Number Two: "Be very clear on what success [with social] looks like to your team, your executives and your brand. So if

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BY ROB CATLIN, SENIOR DIRECTOR, MARKETING, MERZ N. AMERICA AND MEGAN DRISCOLL, CEO, EVOLVEMKD

CASE STUDY

An Integrated Campaign Meets Challenge of Two Skeptical Demo Groups

It has been said that 90% of women have cellulite, and 100% of those women hate it.

Cellulite is not just a scourge of the overweight. Women, regardless of their lifestyle, weight and age, are prone to cellulite. There are numerous products that promise to combat cellulite, but scores of women are unhappy with the results.

Merz developed a solution called Cellfina that combines proprietary technology with subcision, a medical procedure used on dermatological patients with acne scars, to treat the primary structural cause of cellulite.



Eventually the solution received **Food and Drug Administration (FDA)** clearance. It also received high scores in a clinical trial.

When PR & marketing firm **EvolveMKD** began working with Cellfina, its charge was to spread the word about this little-known solution to women and doctors, who could offer the procedure.

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Consumer Engagement With B2B Video on Twitter Jumps 295% in Q4'16

Twitter is supposed to be the text-heavy, nerdy, wonky channel to exchange news and views. Yet video is making large inroads on Twitter, even in the supposedly less-than-visual B2B space. For Q4 2016 (Oct. 1-Dec. 31) total consumer interactions, which are the sum of reactions and comments, with posts by B2B brands on Twitter increased 8.6%, compared to the same period in Q4 2015, according to **Shareable** data provided exclusively to *PR News*. Yet consumer engagement with video increased more than 295% during the same quarter. Although a number of the brands on the chart have business-to-con-

sumer units, they also have B2B units, thus their inclusion in the rankings here.

As you can see from the chart, **Hootsuite** was the most engaged B2B brand on Twitter for the quarter, with more than 200,000 actions. That was up 4% vs the same time period last year. The aforementioned growth in engagement with video was not due to Hootsuite. Video was unimportant to Hootsuite and consumer engagement with its videos fell 13%, says Shareable's Nathalie Nuta. The brand's top post was a linked video thanking fans for their support and breaking the 15 million followers mark. ■

Shareable
SOCIAL SCORECARD

TOP B2B BRANDS ON TWITTER – Q4 2016

Based on Total Actions (likes and retweets)
Data provided exclusively to PR News by Shareable.

Source: Twitter

RANK	BRAND	TOTAL ACTIONS	TOTAL CONTENT	ACTIONS PER CONTENT	TOTAL AUDIENCE
1	Hootsuite	201,085	2,540	79	7,955,376
2	HubSpot	68,811	1,048	66	731,812
3	Amazon Web Services	68,052	1,036	66	1,026,362
4	realtor.com	63,446	2,247	28	190,622
5	IBM	59,874	432	139	335,270
6	IMG Models Worldwide	54,140	352	154	173,107
7	Lockheed Martin	48,831	252	194	265,301
8	Informatika Corp.	44,612	1,216	37	104,193
9	Kickstarter	43,757	1,206	36	1,099,904
10	Ericsson	39,490	351	113	198,578

Taco Bell Treats Fans as Friends on Social Media

what you're doing or thinking of doing on social doesn't ladder up to those ROIs, you don't do it. It's one of those hard conversations you have to have with the people around you and above you," he says.



Matt Prince
Manager, PR
and Brand
Engagement
Taco Bell

"You have to say, 'We need a really clear strategy on what the goal is for this business and what the role social plays to support that goal.'"

What do you do if your social media effort doesn't fit with the business' goals? "Maybe [social] needs to be changed so it matches... or it's just not done at all," Prince says.

Being "really hard on those criteria and brand tenets to insure you're doing everything you can to ladder up to the business" will ensure success for communicators by allowing them to "showcase results in a much clearer

way," he says. "You can report back to" senior executives "and say 'You asked us to accomplish X, Y and Z. And these are the things we did to accomplish X, Y and Z.' As opposed to just saying, 'Well, we got this many retweets.' That's not going to drive the business." [Specifics on how Prince provides metrics to the C-Suite in the next edition of *PR News*.]

KNOW YOUR SOCIAL GOALS

So, how did Taco Bell begin to thrive on social? "We gained ground on social when we took away promotional posts, for the most part," he says. The focus, Prince emphasizes, is to "talk with our audience as a friend would talk to a friend. We've removed company jargon and focused on what our fans were saying and how they were saying it."

WHAT SOCIAL DOES FOR TACO BELL

Looking at Taco Bell's social accounts you realize each has a different strategy. Its "**Instagram** [account] is a haven for artistic, visual material for people who either love the brand or love tacos can support," he says [see graphic above, right]. "Will [those posts] ladder up to the things we're selling in the restaurant? Yes, for sure," Prince says. "Is it always going to be driving people to the restaurant? Definitely not," he admits. "Hopefully it will increase brand awareness and keep



The Bell System: UGC examples: The Twitter post (left) shows a HS senior taking his graduation photo at a Taco Bell. Instagram taco art (above). The brand shared both.

Taco Bell top of mind. That's the main goal for social."

"If you go to **Twitter**," he says, "we're basically repurposing content that's already out there. A lot of what we do is retweet user-generated content or posts, videos, images and other material that fans are already doing. We're just giving [fans] a larger stage to share it on."

He provides an example of high school seniors taking graduation pictures at a Taco Bell restaurant [see graphic above, left]. "Will [the brand retweeting that photo] get people to go to Taco Bell? Not necessarily. But it casts the brand in a really great light in that Taco Bell is at a place in the culture where a high school senior *wants* to take his graduation pictures at a Taco Bell. And we see that all the time."

More important, the user generated content provides an authenticity for the brand. "[Retweeting] that [photo] will raise brand awareness and give the brand a place to live and thrive in a way promotional posts just can't do," he says. ■

NOTE: Prince will be speaking at *PR News*' Big 4 Social Media Conference, Aug. 9-10, San Francisco. For info: <http://bit.ly/2pZcFct>

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PRNews'

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At this unique two-day event, leading PR/marketing digital experts will deliver content and cross-platform case studies that will give you the steps to success on topics like influencer marketing, developing creative ideas for paid and organic social posts, building and maintaining strong relationships with the media and specific advice on proving the business value of it all.

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Brand Uses Humor, Visuals to Relate to Women

THE ISSUES

One of the first challenges was the crowded market for cellulite treatments. This is far from a unique hurdle. New entrants in many categories face the issue of breaking through the clutter of a saturated market.

Where Cellfina faced a somewhat unusual issue was in the market's attitude. Women were and are highly skeptical of cellulite remedies. As we noted above, there are many exercises, creams and potions already on the market that promise to combat cellulite. Our research found women were disappointed with many of them. As a result, Cellfina needed to overcome the market's innate skepticism as being just one more new product that promises to fight cellulite.

Related to the above issue, Cellfina also had to overcome skepticism in the medical community. Many doctors had purchased expensive devices for treatments only to have unhappy patients complain when their cellulite remained noticeable. Evolve and the Cellfina team needed to communicate the difference its product promised. FDA clearance and positive studies helped make the case.

STRATEGIES AND TACTICS

The multi-pronged approach developed for the campaign started with an examination of women's perceptions of cellulite treatments and where Cellfina could take them. This was accomplished by conducting surveys and clinical studies. The plan was to leverage real patient testimonials, partner with key opinion leaders (KOLs) and deliver on-brand messaging and visuals in all communication to illustrate the problem, sympathize with the consumer's issues and offer a solution.

The campaign focused on creating buzz around Cellfina by getting a conversation started in the media and engaging with influencers who could carry the message to targeted audiences. This involved several tactics.

- ▶ **Created a steady drumbeat of coverage across beauty, lifestyle, aesthetics, health & wellbeing media.** Cellfina was featured in long-lead magazine stories and segments about the treatment were featured on a variety of national and regional broadcast media outlets. Feature coverage was generated through targeted media outreach. The pitch for Cellfina was tailored to outlets in ways that we felt it would resonate best with their audiences. In addition, through strong media and physician relationships, we were able to integrate Cellfina into stories and segments that were being produced.
- ▶ **Partnered with influencers to bring brand messaging to life and make it relatable to consumers through an ownable social media content series titled Cheeky Humor.** We decided to use humor after analysis showed Cellfina's social media community was strongly engaging with content focused on quotes and situations that women could relate to, especially when tied to confidence and humor. A pair of female comedians was tapped to create a series of booty-based one-liners designed to be funny, relatable



Visuals Count: The doctor (above, center) used a visual of a sandwich with a rope tied around it on Rachael Ray's show to demonstrate the Cellfina treatment. At right, the device used in treatment. Source: Cellfina



and shareable. Adding an element of fun and not taking ourselves too seriously helped drive the brand personality and generate interest and awareness on social.

- ▶ **Identified media and influencers who had mentioned dissatisfaction with their cellulite and offered Cellfina treatments to them.** From there influencers were asked to relate personal stories about cellulite, including past treatments that had failed to work. A key fitness and lifestyle influencer told her story online and across social, showcasing the treatment through photos and videos. Positive feedback from the social community has resulted in a larger content partnership between the brand and this influencer.
- ▶ **Highlighted personal stories of patients in a series of first-person videos that were shared via social and on the brand's website.** A central tenet of journalism is providing material readers can use. As such, media appreciated having the opportunity to engage with physicians and patients who could speak to their experience with Cellfina. The patient testimonials resonated since many women share the experience of being embarrassed in bathing suits or shorts. Patients were identified through our partnerships with key physicians. The doctors recommended patients they had treated with Cellfina who had seen optimal results.
- ▶ **Tied into pop culture moments to demonstrate relevancy by capitalizing on key moments with creative pitches.** Cellfina was mentioned in numerous red-carpet prep round-ups and Get-Ready-for-Summer stories. Again, this earned media was accomplished through targeted outreach.

EXECUTION

The media outreach calendar for Cellfina gave each month its own focus, placing emphasis on seasonal events and target-

Social Media Content/Engagement

Cheeky Humor

- Partner with female comedian
- Develop library fun, relatable jokes and pair with inspiring brand imagery
- Expand audience with the comedian's social following



#I♥MYBOOTY

- Encourage consumers to share how they embrace their body, their shape, and their booty
- Launch sweepstakes to amplify efforts
- Engage social influencer to further reach

Fitness

- Expand Lifetime Fitness partnership with inspirational content
- Participate in fitness-focused social conversations Tap celebrity trainer for custom content
- Host social party for consumers to win a Lifetime Fitness membership



#PRNews @cellfina @evolvemkd

Socially Bootylicious: Healthcare brands aren't known for being funny. After conducting studies, Cellfina believed its target audience would relate to humorous content on social about cellulite. Female comedians were hired to provide humorous social content about cellulite as noted in column 1 of Cellfina's social plan. Influencers and patients also provided relateable stories. Source: Cellfina

ing relevant media and regional markets for maximum effect.

Executing an editorial calendar was essential for delivering a surround-sound approach to brand awareness through key coverage in multiple channels with various audiences.

Spring months had a focus on the get-ready-for-summer theme with a *Swim Season Survival Guide* aimed at fitness and exercise media. This was kicked off with an event at Miami's *Swim Week*.

Summer months were all about visiting your local beach with confidence and looking good for holiday parties, which targeted regional markets with popular summer travel destinations. The summer outreach got started at a large consumer event in the Hamptons.

Fall months were devoted to saying goodbye to swimsuit season, but kept the conversation alive by embracing the themes *Love your butt again!* and *It's okay to wear white after Labor Day*.

Winter reminded women not to be fooled by cellulite and offered tips for looking good for holiday parties.

On the social media front, the plan was to coordinate the editorial calendar with traditional print media, again reflecting seasonal themes. Social media content also leveraged

targeting and its ability to drive consumer awareness, lead generation and traffic to the website. Once a consumer arrived at the site, she could learn more or find a doctor.

With social media, navigating the FDA regulations was a team effort. The agency, brand team and legal and regulatory units at Merz North America worked together to ensure that from content to ads, each piece of content was approved with the appropriate indication and necessary safety language, but still adhered to the brand voice and visual style. The teams had to be in lockstep to ensure that platforms were set up correctly and each stakeholder's needs were met.

THE RESULTS

The campaign helped make Cellfina part of the cultural conversation on cellulite. It received positive feature coverage on numerous syndicated shows and news programs in key broadcast markets. Print coverage included fashion, health and beauty magazines such as *Elle*, *Allure*, *New You*, *Women's Health and Shape*, and trade publications geared toward physicians. Online coverage included health and beauty sites

Continued on page 6

SOCIAL MEDIA GUIDEBOOK

In PR News' Social Media Guidebook, the challenges of planning, executing and measuring successful social media campaigns are met with eight chapters on everything from Snapchat to live streaming to blogging.

Chapters include:

- Measuring and Communicating Social Success
- Facebook
- Snapchat
- Live Streaming



PRNews

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prnewsonline.com/social-media-guidebook

and the brand's owned social media channels with a combined fan/follower base of 175K followers. The campaign has earned more than 1.1 billion media impressions to date.

Cellfina earned awards and accolades, including a 2015 Best in Beauty Breakthrough Winner at *Allure's Best in Beauty* awards. In 2016, Cellfina received the **Good Housekeeping** Seal of Approval as a top-tested beauty brand. Cellfina was recognized as a beauty game changer for being the best-in-class nonsurgical cellulite fighter in the *NewBeauty* 2017 *Beauty Choice* awards.

Cellfina now enjoys greater awareness among physicians. Starting with only 13 centers of excellence, Cellfina now is available nationwide at nearly 300 physician practices.

LESSONS LEARNED

Be Truthful: Cellfina is intended to eliminate cellulite dimples—not the wavy cottage cheese-textured cellulite some women have. We made it a priority to deliver this messaging in all communication throughout the campaign to ensure high patient satisfaction from the beginning of the campaign.

The team worked with doctors to provide visuals and explanations that clearly and concisely explained the product, what it would and would not do.

An example of visuals included a doctor on the *Rachael Ray* show using a sandwich to demonstrate the procedure. She used thread knotted at the top and bottom of a sandwich

to imitate the dimpling effect fat bands have on the skin. She then cut the knots to show how the dimpled sandwich lifted back up to a smooth surface. We believe having this type of educational coverage and content was a key factor in the campaign's success.

Early Bird: Working with legal and regulatory early and often on social media content and campaigns helped ensure that everyone knew what was happening and felt educated on the platforms, methods and content that Evolve was utilizing to promote Cellfina online.

This enabled our content and campaigns to stay true to what we had proposed in terms of tone and tenor, but enabled legal and regulatory to feel comfortable that we were remaining compliant.

Control the Frequency: It is understandable that physicians who were getting positive results from Cellfina with patients wanted to let the media know about the procedure as quickly and loudly as possible. Our team realized, though, that it was important to avoid over-saturating the media. Through our strong relationships with these KOLs, we partnered with them to execute a strategic, steady drumbeat of media communication that was on-message and timely. This was imperative to long-term media success. ■

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DIGITAL PR

Debut of HomePod Sparks Debate on Communicators' Use of Voice-Activation Tech

By the end of last week it seemed like the news was all Trump-Comey all the time. Earlier in the week, though, the debut of **Apple's** HomePod, a squat, voice-enabled, home-based speaker, was the buzz du jour for at least a few hours.

That was our cue to ask communicators what HomePod, or more broadly voice activation (VA) means for PR. Is it too early to make serious investments in VA?

Most of the brand communicators we spoke with tell us they are watching VA closely, although few admit their brands are using it now. Typical of the responses we heard was what a brand executive told us, "We're not doing much now [with VA], but it's definitely on the horizon."

PR firm execs were bullish. "I don't think this is the launch that should suddenly convince [marketers] to develop programming around voice-enabled, personal assistant-style technology...they should've already been brainstorming around that...topic," says Michael Lamp, SVP, social & digital media, **Hunter Public Relations**.

Ditto for PR pros, he adds, as PR constantly is seeking ways to show it can be a sales driver. "We should already be

brainstorming ways that a brand partnership or earned PR placement can lead to a voice-enabled shopping moment." Lamp notes **Amazon's** Echo speaker has plugged into brand platforms "for years," such as cooking tutorials with **Food Network**, news roundups from the *Wall St Journal*. "If anything, [HomePod] simply offers a degree of timeliness for a pitch that celebrates what a brand already is doing" in VA.

Adds Hinda Mitchell president, **Inspire PR**, "Forward-thinking brands will be doing their homework now to plug into the strategic opportunities of VA." In the food space alone she envisions the simple, such as wine pairing and restaurant reservation services, to the complex, like a VA app to guide home cooks through recipes...and cooking techniques."

Zach Cutler of **Cutler PR**, agrees. PR pros, "like professionals across many industries, should start getting used to VA," he says. "AI and robotics will...be a tremendous game changer and take the world to unknown heights." ■

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PR Skill Set Must Adapt to ‘Epidemic of Misinformation,’ Says PRSA Chief



Anniversaries. They cause one to pause and reflect. That’s as true for an individual as it is for an organization. The **Public Relations Society of America** (PRSA) is celebrating its 70th anniversary this year. It is doing so with a great deal of reflection on a profession that’s changing in the blink of an eye, yet remaining steadfast to a skillset that is deep-rooted in strategic insight.

It is the communications leader who brings all facets of an organization together: The messaging, the culture, the conscience and the vision. This is how today’s PR pro is influencing business and why, perhaps more than ever, communicators play a dynamic role.

The profession is truly at the strongest point for leadership in its history. Communications professionals provide strategic counsel to build trust, tell stories and engage the marketplace. Thanks to PRSA’s founders for establishing guidelines for ethical behavior, formulate communications standards and create a network for professional growth.

As national chair, I have visited communications professionals in cities of all sizes with businesses as varied as the people themselves. But, within all that diversity, I have found many of the same challenges our founders sought to overcome are still being faced today. The tools, the channels and methods of how we communicate have changed dramatically, but the need for strong counsel, writing and an understanding of business remain essential.

A NEW DISORDER?

In the 1940s the U.S. was facing turbulent economic times after the Great Depression and WWII. In the 1960s the country was dealing with social issues, civil rights campaigns and the Vietnam War. There was a real need for communicators to convey news and help restore confidence. A landscape in disorder, sound familiar?

Fast forward to 2017 and we can draw parallels to those earlier times in the geopolitical and economic realms and in the challenges our predecessors encountered. We face an epidemic of misinformation, political upheaval, mistrust of

the media and businesses, societal and economic instability, which can breed apathy, disruption and disillusionment.

These are among the reasons that honest, accurate and consistent communication have remained the cornerstone of our discipline and provide us with a unique opportunity to increase our sphere of influence.

SKILLS CHANGE WITH TIMES?

In 1951, a report of **The National Research Committee of the Public Relations Society of America** said that companies felt trusted public relations advisors with solid writing skills were highly desirable.

In the report, companies were asked, “What especially do you look for in an applicant for public relations work?” Apart from the most crucial skill requirement of “news experience or training,” the following traits ranked the highest: Intelligence and good judgment (28%), an ability to get along with people (28%) and writing ability (25%).

66 years later, the 2017 **USC Annenberg Global Communications Study** found communicators felt the most important skills for future growth of public relations and communications practitioners were the same as in the 1951 PRSA study: Strategic planning (89%), followed by written communications (86%) [see table].

Of course, the introduction of digital communications had influenced the list, with new skills like social media (84%), multimedia content development (82%) and analytics (75%) rounding out the top 5 skills that will be in demand in the future. The takeaway for incoming PR pros and those already in the profession seem obvious.

New technology, big data and multimedia content prompted the requirements for measurement to move beyond counting wins and losses to utilizing data to drive decision-making. Thus, communicators have become more agile and analytical allowing them to step into C-suite leadership positions.

A communications leadership role requires additional competencies. **FMI Consulting’s** leadership research identifies eight traits of agile leaders in its Peak Leader Model to include: thinking strategically; setting direction; motivating and inspiring; aligning resources; execution and follow through. These are the same core attributes of today’s communications professional.

Not only does PR continue to play a leadership role, in today’s business environment it is now more important than ever. In this rapidly changing climate, our members and practitioners have stood the test of time and continue to adapt to the demands of this fast-paced, engaging profession. It’ll be interesting to see what the next 70 years bring. ■

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IMPORTANT SKILLS FOR GROWTH

Strategic Planning 89%

Written Communications 86%

Social Media 84%

Multimedia Content Development 82%

Verbal Communications 80%

Analytics 75%

Media Relations 68%

Business Literacy 64%

Source: *Global Communications Report 2017, USC Annenberg School of Communications and Journalism*



Solomon Wilcots, Team Leader, Russo Partners

1. Deals/Expansions: Another day, another firm announces that it's moving deeper into healthcare PR. Today's firm is **Russo Partners, LLC**, but its announcement has a twist. Russo is formally inaugurating what it calls its **Sports-Health Alliance**. The Alliance will leverage the agency's ties to athletes and other sports types who have a penchant for a disease or cause and are advocates for healthy lifestyles. The sporting crowd will be paired with Russo's health and medical clients. Former **NFL** player and broadcaster **Solomon Wilcots** will lead the Alliance. – Boston-based **Castle Group** expanded southward, opening an office in Atlanta. **Philip Hauserman** will head the office. – Also in Atlanta, **ARPR** relocated its headquarters to 2,300 square feet in **Ponce City Market**, the hip, mixed-use space in the 90-year-old **Sears** building.

2. Profits: For a fourth consecutive year, Canadian PR firms' profits topped those of U.S. agencies in the annual benchmarking survey of 101 U.S. and Canadian firms from **Gould+Partners**. Average profits of all surveyed firms in 2016 were "a paltry" 15.2%, down slightly from 15.3% in 2015 and 16.2% in 2014. The eight Canadian firms surveyed averaged 23.4%. The survey's best performers had an average operating profit of 20%+, partly due to holding "professional staff salaries to less than 40% of net revenue, total labor cost at 50% and operating expenses at around 25%," says **Rick Gould**, managing partner. "This should be the goal for all firms." Decreases in operating profit were "totally attributable to an increase in labor cost with-

out a corresponding increase in fees," he says.

3. Uber: There's so much going on at **Uber**, it's tough to keep track. One of the week's highlights was the **Perkins Coie LLP** investigation into 215 employees accused of harassment. It resulted in: roughly 100 employees getting their claims dismissed; 57 still being investigated; 31 placed in training or counseling; 20 fired; and 7 receiving written warnings. Former attorney general **Eric Holder** is leading a separate investigation for Uber focusing on sexual discrimination issues former engineer **Susan Fowler** leveled in a celebrated February blog post. The findings of Holder's report are expected to be made public Tuesday, although media reports have Uber's board agreeing to all Holder's findings, including having CEO **Travis Kalanick** step down temporarily. Meanwhile one of the first incidents that besmirched Uber's reputation returned to the headlines. In 2014 an Uber driver in India was accused of raping a female passenger. When it was learned the driver had been detained on suspicion of rape years earlier, Uber was blasted for poorly vetting drivers. The woman and Uber settled a suit out of court. The driver was convicted of rape. Now unconfirmed reports say Uber's Asia business chief **Eric Alexander** was fired June 6 after it was learned he had obtained the woman's medical records during the incident. Alexander allegedly discussed the records with Uber boss Kalanick and SVP of business **Emil Michael**. At our press time unconfirmed reports have Michael being fired. Hired last week to explain all this is former **Apple Music** exec **Bozoma Saint John**,



Sri Ramaswami EVP, Global and Emerging Markets, Healthcare, rbb Communications

Uber's chief brand officer, a new position. We admire her candor: "I know what I'm walking into...it's a really exciting time to tell the story well," she tells *Recode*.

4. People: **rbb Communications** named former



Pam Jenkins, President, Global Affairs, Weber Shandwick

Johnson & Johnson medical devices global communications chief **Sri Ramaswami** EVP, global and emerging markets, healthcare. He's tasked with expanding rbb's healthcare and corporate practices here and abroad. – **Weber Shandwick** named **Pam Jenkins**, 10-year president of its D.C. public affairs unit **Powell Tate**, president of its global affairs practice. She replaces **Ranny Cooper**, who is cutting back to consultant status after 24 years at Weber. **Paul Massey**, Weber's global social impact practice leader will replace Jenkins as president of Powell Tate. Managing director of public affairs at Powell Tate **Pete Carson** will add head of public affairs for Weber Shandwick in North America to his role. – **Peppercomm** bolstered its digital business with a trio of senior personnel moves. It hired **Steve King** as senior director, digital strategy and **Mitch Bombardier** as art director and promoted **Caleb Freeman** to director, customer experience. – **Paramount Pictures** named veteran Hollywood PR pro **Chris Petrikin** VP, global communications and branding, a new position. Petrikin was CCO at **20th Century Fox**. – **Orca Communications** named **Drew Stevens** CEO. Stevens (picture 2, page 1) is the author of 14 books and numerous articles and blog posts. – Kudos to **Chris Poynter**, (picture 3, page 1) director of communications for the mayor of Louisville, KY, who will be honored later this week as the **National Association of Government Communicators'** 2017 communicator of the year. In June '16, Poynter's team led a weeklong celebration of native son **Muhammad Ali** just after the boxer's death. Its social media earned global recognition. ■