

NATIONAL BRINGS PRECISION TO PR THROUGH NEW MARKETING TECHNOLOGY PRACTICE

TORONTO, ON, April 13, 2017 - NATIONAL Public Relations, Canada's leading public relations firm, is helping organizations thrive in a digital world through the launch of its Marketing Technology practice, which offers a suite of technology-based solutions that take the guesswork out of marketing communications.

The launch of the new practice is a direct response to the shifting landscape of public relations in which digital dominates, traditional media is shrinking and companies must communicate directly to audiences at unprecedented speed with limited resources.

“Organizations can no longer afford to make critical communications decisions based on gut instinct,” says Rick Murray, Managing Partner of NATIONAL’s Toronto office and Chief Digital Officer. “Everything an organization does must count. In all our service areas, we’re helping clients make data-driven, evidenced-based decisions and precisely measure the value of their communications and marketing efforts.”

NATIONAL’s Marketing Technology team uses proprietary software, industry-leading analytics tools and artificial intelligence to solve common PR challenges, such as determining ROI and targeting audiences where they are most receptive to a message.

“The purpose of PR is not only to raise awareness, but to influence opinions and drive action,” says Jonathan Litwack, VP Marketing Technology in Toronto and lead of the new practice. “We’re eliminating the borders between marketing and communications, science and technology to help clients communicate to audiences at the right time and in the right place, and ultimately drive action that is measurable.”

“Our partnership with NATIONAL has changed the way that we look at our communications processes through their use of deep analytics and artificial intelligence,” says Gillian Smith, CMO, Toronto Region Board of Trade. “As a result, we’re stronger aligned as an organization and can demonstrate the connection between our communications and our business value to our stakeholders and members.”

A year ago, NATIONAL acquired U.S.-based SHIFT Communications, an award-winning leader in data-driven communications. Since then, the Marketing Technology team has been working to integrate data-driven decision-making across NATIONAL’s network. NATIONAL launched its own Marketing Tech Immersion (MTI) curriculum to train consultants across the Firm and ensure that all clients benefit from the new suite of services.

About NATIONAL

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications solutions that move people in thought and actions. For 40 years, NATIONAL has been at the center of issues and industries that matter, leading change for today and tomorrow. NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. The NATIONAL network also includes [NATIONAL Equicom](#), the industry's foremost investor relations and financial services communications practice; healthcare specialists [AXON Communications](#), with offices in New York, Toronto, London and Copenhagen; [Madano](#), a strategic communications consultancy based in London; and [SHIFT Communications](#), an integrated communications agency with offices in Boston, San Francisco, New York and Austin. NATIONAL Public Relations is part of RES PUBLICA Consulting Group, and is affiliated internationally with public relations firm Burson-Marsteller, a WPP company. For more information about NATIONAL, please visit our [website](#) or you can follow us on [Twitter](#).

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