

Miami DDA names a agency, advertising firms name executives

Several advertising agencies have hit the ground running, with new account wins and strategic plans for their clients.

Soon after being named to handle the Miami Downtown Development Authority, Schwartz Media Strategies in Miami launched a strategic plan that includes positioning the DDA as the go-to source for comment on issues that affect downtown Miami.

Within days of the firm's hiring, papers reported on Miami's overdeveloped urban core and issues with several of its developers. Schwartz contacted *The New York Times*, which included "positive commentary" from DDA Executive Director Alyce Robertson. Details included the downtown area's more than \$13 billion in infrastructure investment, and the residential draw the core had become, said agency principal Tadd Schwartz, whose shop beat out 20 other firms in the bid process.

Schwartz also handles various other downtown, Brickell area and bayfront prop-



ADVERTISING & MARKETING

Jeff Zbar

erties and clients. Those include the Adrienne Arsht Center for the Performing Arts; real estate and property management firm Cushman & Wakefield, which manages a number of downtown office buildings; Bank of America Tower at International Place; and Rilea Group, builder of 1450 Brickell, a new class A office tower, and owner of One Broadway, a large downtown rental tower.

"In today's economy, smart companies and municipalities alike understand the need to be bold and innovative in how their brand is positioned," Schwartz said. "You want to be seen as strong, growth-oriented and forging ahead."

Downtown Miami has other PR news, as well. RBB Public Relations, *PRWeek's* "2008 Agency of the Year," has been named agency of record for American Airlines Arena. The firm will provide strategic communications, brand marketing and trade relations support.

In Broward County, Peter Nasca Associates in Fort Lauderdale has been named to handle Reverse Ultra, a reverse mortgage

firm in Dania Beach; and My1Stop.com, an online printing company, and Global Source Link, a back-office services provider, both of Kansas City. American Diabetes Wholesale in Pompano Beach named Coral Gables-based Vine Communications for media and community relations.

Marketing and strategy agency Element-M, a Fort Lauderdale firm created by longtime South Florida communications executive Dave Kustin, has been named to handle Alec Bradley Cigar Distributors in Fort Lauderdale and Fitness & Wellness Works in Coral Springs for positioning and communication programs.

On The Ball Marketing in Plantation has unveiled new branding and sales/lead generation work for Best Insurance. Formerly Best Florida Insurance, the effort seeks to reposition the company as having broad capabilities in a larger geographic area. As part of the program, its staff's job titles have changed to "Best advisers." On The Ball principal Steve Nudelberg is leading the company in sales and relationship-building techniques.

The Community Foundation for Palm Beach and Martin Counties said it has retained NewsMark Public Relations in West

Palm Beach for strategic communications counsel on a number of civic engagement leadership projects.

In the HR department, Damian Garcia has been promoted to chief strategic officer at STIR-Communications, a Miami-based advertising, marketing and communications firm.

At Fort Lauderdale's Zimmerman Advertising, Michelle Orf has been named national manager of Internet and social media marketing. She previously held marketing posts at both KB Homes and Lennar's home office in Tampa. Dave Gibbons, previously with MediaCom, Mindshare Worldwide and Bates USA, has been tapped as group media director. Beth Roper has been added as senior account planner/Hispanic marketing. She was formerly with the Vidal Partnership. Lee Gonzalez has been named creative director for its retail creative division. Kamo Atanassov has been named senior art director. Leah Knepper joins the agency as public relations manager, from marketing manager positions at the Delray Beach Downtown Marketing Cooperative and HomeBanc Mortgage Corp.



Schwartz