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Precision Strategies Recognized as One of the ‘Top Agencies of the Year’ by Holmes Report, Dubbed a ‘Next-Generation Communications Agency’

Precision Recognized for Work Across Communications, Digital, Data Practices with SABRE Awards’ 2016 Digital PR Agency of the Year

Washington, DC – Precision Strategies, celebrating its third anniversary this week, was named one of the ‘Top Agencies of the Year’ by The Holmes Report for demonstrating “an ability to drive earned, digital and paid media by deploying a rigorous approach to data and analytics.” In its citation for Precision’s work, the Holmes Report said, “Precision approximates a next-generation communications agency, even if its work focuses squarely on the public affairs sector.”

The award specifically mentioned three of Precision’s campaigns that “catch the eye” — including the firm’s work on criminal justice reform via the ***Coalition for Public Safety***, a digital campaign for the ***JFK Library Foundation’s Profile In Courage Award***, and using data and analytics to help clinch an historic election victory for the ***Liberal Party of Canada and Canadian Prime Minister Justin Trudeau***.

Below is the full write-up from The Holmes Report on Precision:

When Barack Obama was re-elected as President in 2012, much of the credit for his victory went to his campaign’s sophisticated use of digital and data analytics — an effort that resonated widely in a corporate world that sometimes struggles to innovate. So it stands to reason that the architects of President Obama’s re-election campaign have achieved considerable success with Precision, the firm they launched in mid-2013.

Founded by former deputy campaign managers Stephanie Cutter and Jen O’Malley Dillon, along with Teddy Goff, who served as digital director for Obama’s re-election drive, Precision’s growth since it launched has been eye-catching — it now numbers 50 people across Washington DC, New York and Los Angeles, and has more than 25 clients — including companies such as the Bank of America, Pfizer, GE, Fusion, Under Armour, Humana and the Sacramento Kings, along with organizations and causes like the Democratic Senatorial Campaign Committee, the Liberal Party of Canada/Justin Trudeau, Americans for Responsible Solutions, the DNC, the ACLU, and Hillary for America.

Across all of this [work], Precision demonstrates an ability to drive earned, digital and paid media by deploying a rigorous approach to data and analytics, enabled in large part by the vast expansion of digital media and platforms. In this, Precision approximates a next-generation communications agency, even if its work focuses squarely on the public affairs sector. The arrival last year of Matthew McGregor — described as ‘Obama’s digital attack dog’ by the Guardian — has only added more heft to Precision’s offering.

In particular, three of Precision’s campaigns catch the eye. For the Coalition of Public Safety, Precision helped make meaningful progress on the issue of criminal justice reform, despite a gridlocked Congress. For the John F. Kennedy Library, meanwhile, Precision drove unprecedented results for the Profile in Courage Award. And, perhaps most high-profile of all, Precision crafted and executed a field and messaging strategy for for the Liberal Party of Canada’s election campaign, helping elevate Justin Trudeau to Prime Minister.

Precision is proud to be recognized by the SABRE Awards for its signature approach to driving earned, digital, and paid media by deploying a rigorous approach to data and analytics.

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