BGR | GROUP

Public Relations

BGR PR is a full-service communications shop that tells our clients' stories in compelling fashion – and gets results – across all platforms. We apply rigorous research and analytics to create bespoke, integrated strategies for traditional and digital platforms.

BGR PR excels at creating and implementing short-term and sustained advocacy campaigns, targeting key media members, influencers, and decision-makers. We devise strategies to reach specific goals and select appropriate, high-impact tactics to deliver messages to the right audiences in the media, on Capitol Hill and back home.

PRACTICE HEAD

JEFF BIRNBAUM

READ MORE ABOUT JEFF HERE

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Senior-level BGR team members work hand-in-hand with clients and their lobbyists.

When a crisis hits, BGR assesses the situation and recommends solutions to retrieve control of the narrative. Even before a crisis, BGR can help design and implement a crisis communications plan that can be executed when bad news materializes.

BGR's robust online and social media practice offers services ranging from web development to day-to-day operations. We produce measurable results and make sure our clients are engaged online. We compose every variation of online and social media content: videos, photographs, email newsletters, podcasts and informational graphics — the bumper stickers of our time. We reach exactly who you want when you want to reach them — through careful targeting.

BGR can also create sharp online ads and alter them in real-time, depending on who's clicking. Along the way, we provide a dashboard of the results with precise metrics. The guessing game of who's listening is over. We design — and deliver — with full transparency. That's the beauty and power of online communications.

BGR | GROUP Public Relations Team

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