



General Services Administration (GSA) Multiple Award Schedule (MAS) Authorized Federal Supply Schedule Price List

Schedule Title:
Multiple Award Schedule (MAS)

Industrial Group:
Professional Services

Business Size:
Large

Contract Number:
47QRAA21D000J

Contract Period:
November 2, 2020 through November 1, 2025

Ruder Finn, Inc.

425 East 53rd Street
New York, NY 10022
Telephone: (212) 593-6400
Fax: (212) 593-6397
www.ruderfinn.com

Contract Administrator

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Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system.

The address for GSA Advantage! is: gsaadvantage.gov

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.



CUSTOMER INFORMATION

1a. Authorized/Awarded Special Items Numbers (SINs):

SIN	Description	Subcategory
512110	Video/Film Production Services	Marketing & Public Relations
541430	Graphic Design Services	Marketing & Public Relations
541511	Web Based Marketing Services	Marketing & Public Relations
541613	Marketing Consulting Services	Marketing & Public Relations
54181ODC	Other Direct Costs	Marketing & Public Relations
541820	Public Relations Services	Marketing & Public Relations
541850	Outdoor Advertising	Marketing & Public Relations
541910	Market Research and Analysis Services	Marketing & Public Relations
561920	Conference, Meeting, Event, Trade Show Planning Services	Marketing & Public Relations
OLM	Order Level Materials	Marketing & Public Relations

1b. Lowest Price for Each Special Item Number Awarded in the Contract:

Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.

2. Maximum Order:

\$1,000,000.00

3. Minimum Order:

\$100.00

4. Geographic Coverage (Delivery Area):

Worldwide

5. Point of Production:

425 East 53rd Street, New York, NY 10022
Telephone: (202) 921-1789



6. Discount from List Prices:

Prices are net all discounts deducted. Additional discounts will be considered on individual orders.

7. Volume-based Tiered Discount Structure:

- Additional 2% discount off listed billing rates for any fees between \$1M to \$1.499M within 1 year of service of any task order
- Additional 3% discount off listed billing rates for any fees between \$1.5M to \$1.999M within 1 year of service of any task order
- Additional 4% discount off listed billing rates for any fees between \$2M to \$2.999M within 1 year of service of any task order
- Additional 6% discount off listed billing rates for any fees between \$3M to \$3.999M within 1 year of service of any task order
- Additional 8% discount off listed billing rates for any fees above \$4M within 1 year of service of any task order

NOTE: The first \$1M for all task orders will not be discounted. 2% will kick in for all task orders for amounts over \$1M, then 3% for amount over \$1.5M and so on per schedule above.

8. Prompt Payment Terms:

NET 30. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign Items:

N/A

10a. Time of Delivery:

Ruder Finn, Inc. will adhere to the delivery schedule as specified by the agency purchase order.

10b. Expedited Delivery:

Please contact the contractor for fast delivery or rush requirements.

10c. Overnight and 2-day Delivery:

Overnight and/or 2-day delivery may be available for some items.
Please contact the contractor for rates for overnight and 2-day delivery.



10d. Urgent Requirements:

Contact the contractor for faster delivery or rush requirements.

11. F.O.B. Points:

DESTINATION

12a. Ordering Address:

Ruder Finn, Inc., 425 East 53rd Street, New York, NY 10022

12b. Ordering Procedures:

For Supplies and Services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment Address:

Ruder Finn, Inc., 425 East 53rd Street, New York, NY 10022

14. Warranty Provision:

The Contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.

15. Export Packing Charges:

N/A

16. Terms and Conditions of Rental, Maintenance, and Repair:

N/A

17. Terms and Conditions of Installation:

N/A

18a. Terms and Conditions of Repair Parts, Etc.:

N/A

18b. Terms and Conditions for Any Other Services:

N/A



19. List of Service and Distribution Points:

New York, NY and Washington, DC

20. List of Participating Dealers:

N/A

21. Preventive Maintenance:

N/A

22a. Environmental Attributes:

N/A

22b. Section 508 Compliance:

As applicable.

23. Data Universal Number System (DUNS) Number:

001669464

24. System for Award Management (SAM):

Ruder Finn, Inc., information in the SAM database (sam.gov) is current and correct.



HOURLY LABOR CATEGORIES AND RATES (FOR ALL SINS)

The following table reflects Ruder Finn’s pricing.
All prices include the required .75% Industrial Funding Fee (IFF).

Labor Category	Year 1	Year 2	Year 3	Year 4	Year 5
Account Coordinator/ Executive Trainee	\$80.60	\$82.54	\$84.52	\$86.55	\$88.63
Assistant Account Executive	\$110.83	\$113.49	\$116.21	\$119.00	\$121.86
Account Executive	\$136.02	\$139.28	\$142.63	\$146.05	\$149.56
Senior Account Executive	\$169.27	\$173.33	\$177.49	\$181.75	\$186.11
Account Supervisor	\$186.40	\$190.87	\$195.45	\$200.14	\$204.95
Senior Account Supervisor	\$220.65	\$225.95	\$231.37	\$236.93	\$242.61
Vice President	\$261.96	\$268.25	\$274.69	\$281.28	\$288.03
Group Vice President	\$262.97	\$269.28	\$275.75	\$282.36	\$289.14
Senior Vice President	\$303.27	\$310.55	\$318.01	\$325.64	\$333.45
Managing Director / Group Head / Executive Vice President	\$352.64	\$361.11	\$369.77	\$378.65	\$387.74
Chief Executive Officer	\$382.87	\$392.06	\$401.47	\$411.11	\$420.97



Training Courses	Length	Min. Participation	Max. Participation	Site	GSA Awarded Price
SONAR Crisis Simulation Workshop	Half-day	6	8	Both	\$31,738.04
SONAR Crisis Simulation Workshop	Full-day	6	8	Both	\$47,607.05
1:1 Media Training	Half-day	1	1	Both	\$6,347.61
Group Media Training	Half-day	3	5	Both	\$7,617.13
Presentation Training	Half-day	1	10	Both	\$6,347.61
Executive ThoughtLeadership Platform Coaching & Workshops	Half-day	1	6	Both	\$9,521.41
Leader Lens Workshops	Half-day	1	10	Both	\$63,476.07

Other Direct Costs (ODCs)	Unit	GSA Awarded Price
Media Ad Buys	Per Campaign	\$1,007,556.68
Stock Photographs	Per Image	\$503.78
Messenger / FedEx	Per delivery	\$2,518.89
Press releases	Per release	\$25,188.92
Satellite Media Tour	Per Tour	\$25,188.92
Video	Per Task	\$125,944.58
Research Fees	Per Task	\$151,133.50
Translations	Per Job, Per Language	\$15,113.35
Focus groups	Per group	\$110,831.23
Press clippings	Per occurrence	\$20,151.13

LABOR CATEGORY DESCRIPTIONS (FOR ALL SINS)

Chief Executive Officer

A Chief Executive Officer (CEO) advises client's C-suite on multifaceted communications strategies and issues, including crisis, and maintains a solid record of client engagement and retention for the largest, and usually global, accounts in the firm. A CEO is required to have a bachelor's degree from an accredited college or university and 20 years of relevant experience in public relations and/or related fields, including research, advertising, management consulting, media and publishing and demonstration of strong leadership skills, communication skills, motivational techniques, respect and integrity, is preferred.

Managing Director / Group Head / Executive Vice President

The Executive Vice President (EVP) acts as a senior liaison for a group of accounts with responsibility for senior-level account planning, financials, budgets, and supervision of the account teams in a specific practice area. An EVP is responsible for staff utilization and development, and administrative functions related to executing the annual business plan for their group. They serve as a senior agency contact to the accounts that fall within their group and direct all program efforts to ensure client satisfaction. Staff at this level is responsible for bringing a value-added approach to all issues and projects. An Executive Vice President requires a minimum of 12 to 20 years of related experience and a bachelor's degree from an accredited college or university, an advanced degree is a plus. Alternate titles performing the same functions may include: Managing Director and Group Head.

Senior Vice President

The Senior Vice President (SVP) position is responsible for the daily management of principal agency operations, including business development, staff deployment and utilization, staff coaching, and administrative functions related to executing the annual business plan as it relates to the practice area they oversee. SVPs ensure client satisfaction relative to quality of product and service and bring a value-added approach to all projects and initiatives that fall within their practice area. SVPs stay on top of news/PR trends and bring them to the attention of clients and associates, as appropriate. They also lead regular client evaluations – internally with the account team and externally with the client – to determine effectiveness of agency services. The SVP should possess both excellent communication skills and the ability to assess and understand situations quickly and clearly. In addition, he/she must have a team player attitude, strong leadership qualities and at least 5 years' experience effectively managing a group or team. Senior Vice Presidents require a minimum of 10 to 20 years of related experience and a bachelor's degree from an accredited college or university, an advanced degree is a plus.

Group Vice President

A Group Vice President (GVP) provides senior-level account planning and supervision for several accounts and/or provides specialized expertise in one or more service areas. They are responsible for helping set and achieve goals through participation in decision-making and problem-solving processes, and serve as the strategic liaison among the client, account team and agency management. GVPs serve as a senior contact for clients, demonstrating in-depth knowledge of clients' business and developing strategy for implementing successful client programs. They provide strategic guidance to clients on an ongoing basis and anticipate and address client needs. GVPs also review account financials including budget allocation and control, time sheets, client billing, supplier invoicing and purchase orders. Group Vice Presidents require a minimum of 10 to 15 years related experience and a bachelor's degree from an accredited college or university, an advanced degree is a plus.

Vice President

A Vice President (VP) provides senior-level account planning and supervision for accounts and/or provides specialized expertise in one or more service areas. They are responsible for helping set and achieve goals through participation in decision-making and problem-solving processes, and serve as the strategic liaison among the client, account team and agency management. VPs serve as a senior contact for clients, demonstrating in-depth knowledge of clients' business and developing strategy for implementing successful client programs. They provide strategic guidance to clients on an ongoing basis and anticipate and address client needs. VPs also review account financials including budget allocation and control, time sheets, client billing, supplier invoicing and purchase orders. Vice Presidents require a minimum of 9 to 15 years related experience and a bachelor's degree from an accredited college or university, an advanced degree is a plus.

Senior Account Supervisor

A Senior Account Supervisor (SAS) serves as a primary client contact to provide strategic guidance on an ongoing basis to anticipate and address clients' needs. SASs manage budgets and teams on sizable accounts with responsibility for profitability, incremental growth, quality of account service and employee development. SASs must be able to multitask efficiently and have excellent communication, writing, editing, social/media relations skills, able to spot trends, and apply various measurement tools on the accounts managed. They must also be able to communicate account status to agency management regularly and participate in new business programming and presentations. Lastly, the SAS requires a minimum of 6 to 8 years of relevant experience and a bachelor's degree from an accredited college or university.

Account Supervisor

Staff at the Account Supervisor (AS) level performs a wide range of duties including development of client programs, strategic planning, staff development, and financial management. They may be responsible for more than one client (depending on size). They also provide strategic guidance to clients on an ongoing basis and anticipate and address clients' needs. They troubleshoot client problems as they arise but seek senior management input whenever appropriate. Account Supervisors are ultimately responsible for managing all account financials including budget allocation and control, time sheets, client billing, supplier invoicing and purchase orders. The AS position requires a minimum of 5 to 7 years of experience and a bachelor's degree from an accredited college or university.



Senior Account Executive

Having mastered the duties of the Account Executive level, the Senior Account Executive (SAE) is responsible for planning, coordinating, and implementing client programs and activities, and ensuring that all programs are strategically on target with clients' business objectives. The SAE plays a key role in account activities including special events, media relations, and program implementation. SAEs coordinate team resources and fully utilize agency resources to create the "best teams" for clients. The position is responsible for developing and monitoring program plans and budgets, and reporting status to client and agency management on a regular basis. The Senior Account Executive requires a minimum of 4 to 6 years of experience and a bachelor's degree from an accredited college or university.

Account Executive

The Account Executive (AE) serves as a day-to-day contact for individual projects with the client. Responsibilities for this position include actively participating in the development of account plans/ideas, providing appropriate instruction to junior staff on projects and, under the strategic direction of senior management, act as the primary implementer of account plans. AEs have the demonstrated ability to: effectively develop a full range of written materials including press releases, byline articles, speeches, client correspondence, and reports; initiate implementation of media events, press conferences/briefings, media tours; utilize editorial/media contacts in client outreach; and understand various research methods in order to coordinate internal and external resources in implementing research projects. The Account Executive requires a minimum of 2 to 3 years of experience and possess a bachelor's degree from an accredited university or college.

Assistant Account Executive

Assistant Account Executives (AAE) work under the general direction of more senior team members to coordinate and manage the activities necessary to meet client and agency needs. AAEs are responsible for agency efforts on behalf of the client, occasionally taking an active role in program development and consistently playing an active role in the development of media materials. They have the ability to effectively develop a full range of materials including media materials, byline articles, speeches, client correspondence, and reports. AAEs implement media events, press conferences/briefings, media tours, and develop editorial/media contacts to whom they also pitch stories. AAEs are also charged with initiating and maintaining a variety of status files including conference reports, contracts, job starts, production estimates, and job status reports. In addition, they monitor internal status of jobs and due dates, and advise senior team members of developments. The AAE requires a bachelor's degree, a minimum of 1 to 2 years of experience and previous internship experience in the communications field.



Account Coordinator/Executive Trainee

Account Coordinators (AC) are responsible for coordinating all account activities necessary to meet client and agency needs. They assist in preparing and implementing public relation program components for clients, including media contacts, special event coordination, writing and/or distribution of press releases, program writing and research. ACs are a critical part of developing and updating client status and budget reports on a monthly basis, assisting in coordination of all necessary materials for client presentations, and helping to conduct brainstorming sessions to develop strategic/creative thinking for clients. ACs assist in the research/development of program components and maintain and update account files. Account Coordinators have a bachelor's degree. Experience is preferred, but not required.

Service Contract Labor Standards (SCLS) is applicable to this contract and as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the Contractor adds SCLS labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

TRAINING COURSE DESCRIPTIONS

SONAR Crisis Simulation Workshop (Half-day and Full-day)

Ruder Finn's SONAR Workshops provide employees at the state and local levels the core tools for crisis preparedness, mitigation and management. Each half-day workshop includes one crisis simulation. Ruder Finn senior executives lead the workshops, in partnership with local risk management advisers as required. In addition to the crisis simulation workshops, lead market executives will have the option to undergo media training sessions with on-camera practice. Ruder Finn will identify suitable local market media talent who will form part of the coaching facilitation. In preparation for the workshop Ruder Finn will identify 2-3 potential scenarios and establish simulations to represent real life situations in terms of speed, messaging, responsiveness, decision making, etc. Minimum participation is 6/Maximum participation is 8 at both sites.

1:1 Media Training (Half-day)

Ruder Finn's media training experts educate key spokespeople during an intensive session with a veteran media trainer to help clients understand the media landscape, message development and delivery, handling tough questions, role playing with video and playback. The intent of media training is to increase executive visibility by shaping and securing key media interviews and speaking opportunities that support client's top business priorities. Ruder Finn conducts a landscape analysis to see where competitors are vocal and where there is an opportunity for a differentiated voice. We identify central themes and stories that will resonate with key audiences and develop corresponding talking points, and we work with clients to prepare and practice for media interviews to ensure messages are communicated clearly. Minimum participation is 1/Maximum participation is 1 at both sites.

Group Media Training (Half-day)

Ruder Finn media experts provide an overview of the media landscape, what reporters are looking for when telling stories, and do's and don'ts when dealing with reporters. There is an in-depth discussion about the client's key messages and bridging techniques are provided to help spokespeople pivot back to key messages. Minimum participation is 3/Maximum participation is 5 at both sites.

Presentation Training (Half-day)

This training provides an overview and discussion about what makes a successful presentation and includes a presentation of best practices for messaging, delivery, tone, page and body language. There is a rehearsal of an audience Q&A session and can include two or three days of dry rehearsals of actual presentation (i.e. internal town hall, senior leadership meeting, board meeting, etc.). Finally, we provide analysis and critique of taped rehearsals. Minimum participation is 1/Maximum participation is 10 at both sites.



Executive Thought Leadership Platform Coaching & Workshops (Half-day)

Ruder Finn's Executive Thought Leadership Platform Workshops focus on identifying an executive's (or executive 'bench') thought leadership. We develop key attributes and platforms that are customized to the executives' strengths and ideate by benchmarking against other high-level executives and refine the ownable themes. Ruder Finn provides a summary recommendation on positioning key attributes and ownable platforms for the executive. Minimum participation is 1/Maximum participation is 6 at both sites.

Leader Lens Workshops (Half-day)

Ruder Finn works with clients to define their value proposition, and develop key messaging and communication strategies. Prior to the workshop we would conduct qualitative and quantitative research to understand client "competitive space" (i.e. other organizations promoting the same messages), expectations of client stakeholders, etc. We will come to the workshop with a POV and message hierarchy and use the workshop to gain consensus on the desired messages. After the workshop Ruder Finn will create a final message document, FAQ, recommended communication channels and key performance indicators. Minimum participation is 1/Maximum participation is 10 at both sites.

ABOUT RUDER FINN

Ruder Finn is one of the world's largest woman-owned, independent global communications and creative agencies with dual headquarters in the United States and China. Founded in 1948, Ruder Finn serves the communication needs of more than 250 corporations, governments, not-for-profit organizations, and start-ups. Our core areas of expertise are Health and Wellness, Corporate Reputation, Technology Innovation, Consumer, and Government and Public Affairs. RFI Studios, the agency's full-service digital practice, leads the industry in designing and developing internal collaboration platforms, building conversations and communities around brands and staying top-of-mind in the world of mobile applications. For more than 70 years, we have helped clients meet ambitious objectives on groundbreaking awareness, education, and behavior change campaigns, develop and implement comprehensive communications initiatives, and conduct thoughtful research and evaluation programs.

Ruder Finn has 650 employees across the U.S., Asia Pacific, Latin America, Europe, Middle East and Africa. Clients have access to our agencies and specialty practices: RF Bloom, a full-services communications agency focused on healthcare and tech; RLA Collective, a sales-driven integrated digital marketing agency specializing in health and wellness; SPI Group, communications and digital storytelling focused on improving employee experience and corporate reputation; RF Relate, leading social impact, sustainability, advocacy, government and public affairs and connecting people, purpose and policy; RFX, a full-service creative studio providing branding, design and illustrations, web development, video production and more; and RF Tech Lab, which identifies and leverages emerging technology and analytics platforms and partners to fuel smart experimentation and ideation.

Ruder Finn has maintained an active policy presence in Washington, D.C., since 1961, and has helped clients inform some of the most influential pieces of health policy and legislation by creating meaningful narratives, raising awareness, managing issues and influence legislation; convening stakeholders by accessing and engaging the right people to drive action and influencing decision; generating policy media by leveraging key relationships to place meaningful stories, op-eds and by-lines in policy-focused publications and web platforms; and tracking trends and issues through our proprietary analytics tools to monitor trends and map/track influencers to assess opportunities and threats in policy landscape.

We've worked to promote HHS drug discount programs, to raise awareness about the Medicare Prescription Drug Improvement and Modernization Act, FDA nutrition guidelines, and the Cancer Moonshot and Precision Medicine Initiatives. Our healthcare policy work spans several key issues from drug pricing and value-based contracting to electronic health records, emerging technologies and access.

Innovative Proprietary Analytics and Data Services

Ruder Finn operates a full-service insights and analytics suite that measures and evaluates data, then derives insights and consumer intelligence to empower clients to make evidence-based decisions. Using a proprietary data platform, which includes a variety of granular first-party data points, Ruder Finn creates customized data sets to get to know audiences at a deeper and more authentic level, using a combination of category and behavioral insights.

Ruder Finn's digital survey platform allows us to tap into the preferences, psyches, behaviors and responses of one million U.S. adults in real time. This tool allows us to easily determine consumers' sentiment, understanding of a brand/benefits and to identify white space opportunities and test messaging platforms. Quick response means we can take fast action from these first-party consumer insights. These surveys can be used for proactive marketing strategy, as well as to gauge consumer feedback on a new issue that may need a client's reaction. We have used RF pulse polls to develop campaign insights that have led to increased brand engagement and sales, as well as to create news hooks for clients to engage in topical news.

Ruder Finn has developed effective proprietary issues management tools that have proven to be extremely valuable for our clients. The RiskSTAT reputation risk management system helps clients rapidly enhance their level of preparedness in the face of evolving risks to reputation. RiskSTAT is a secure, cloud-based resource that allows organizations to identify potential risks in real time, assess and predict their potential impact, and facilitate a fast, seamless response.

RiskSTAT has three tiers of activation. First, Ruder Finn customizes risk management protocols based on client needs, identifying obvious and non-obvious reputation risks with associated decision-making and response guidelines. Using real-time sentiment analysis from the social and dark web, Ruder Finn helps clients identify issues at the earliest possible stage. Second, the customized protocols are integrated into a dedicated client smartphone App (iOS and Android) that allows users to produce real-time reports and send images, video and other relevant materials from the field to designated crisis team members. User-friendly, intuitive and secure, the RiskSTAT App allows data-gathering from anywhere in an organization with immediate situational review and decision-making by the central risk management team. Cloud-based, with secure, end-to-end encryption, the RiskSTAT App ensures issues, developments, decisions and communications are dynamically updated for the crisis team, removing the need for outdated, paper-based manuals.

SONAR is our award-winning real-time crisis simulation across languages and borders. Each workshop lasts half a day, including one crisis simulation. Ruder Finn senior executives lead the workshops, in partnership with local risk management advisers as required. In addition to the Risk Management Workshops, client leadership will have the option to undergo media training sessions with on-camera practice. Ruder Finn will identify suitable local market media talent who will form part of the coaching facility.

Ruder Finn's in-house digital group, RFX, develops award-winning campaigns, creating and disseminating multimedia content and experiences via targeted programs across IRL, digital and social touchpoints. We help clients effectively engage audiences and break through the clutter. From start to finish, we create and enhance our clients digital presence, from websites to social platforms, to mobile programs, digital video and emerging technology strategy. We do all of this while keeping in mind the goal to shape conversations, change behaviors and produce concrete results.

We develop channel-specific strategies and customized thematic content that will not only tell our clients story but deliver a purpose that speaks to the right audience, with the right message, at the right time. From developing thematic content pillars, to visual storytelling, to deep audience analysis as to who resonates with what and why, we develop a full circle of social executions to help our clients reach their goals.

SERVICES

Ruder Finn's strengths include delivering top quality, innovative strategies and campaigns as well as working with clients to build their capabilities and improve their impact. Ruder Finn engages in building creative capacities and health communications skills among clients and partners alike, including turn-key materials, strategy, planning and creative brainstorming sessions, branding and messaging development, social media and community mobilization training, technical assistance and training in program implementation. Through our core practices: Healthcare & Wellness; Corporate Communications; RFI Studios & Branding; Consumer Connections; Technology & Innovation; and RF Relate, we offer the full range of communications specialty services in-house:

Strategic Communications

- Media Relations
- Reputation Management
- Executive Thought Leadership
- Change Management
- Government & Public Affairs
- Employee Engagement
- Internal Communications
- Event Creation, Marketing & Management
- Conference Planning and Support
- Integrated Marketing
- Digital & Social Media Marketing
- Social Engagement
- Market Entry & Product Launches
- Public Education Campaigns
- Financial Communications
- Cause Marketing & CSR
- Crisis & Issues Management
- Communications Research
- Message Development
- Media Training
- Stakeholder Engagement
- Partnership Development
- Crisis Communications

Creative Services

- Branding
- Social & Digital Content
- Web & App Development
- Design
- Live-Action, Animation & 3D Video
- Digital Experiences
- Multimedia Content Development & Experiences

Innovative Analytics

- Insights, Research & Strategy
- Social Listening
- Trend Identification
- Influencer Mapping
- Predictive Crisis Modeling
- Monitoring, Evaluation & Measurement
- Data Evaluation
- Pulse Polling
- Application development
- Crisis Simulation



Ruder Finn clients benefit from access to the agency’s specialty practices and shared strategic creative services.

RUDER FINN GROUP

One of the largest independent global communications agencies, Ruder Finn Group has offices across the US, Europe and Asia.

Agencies / Specialty Practices

ruder•finn

Proven powerhouse in communications across industries and disciplines

rf.bloom

Full-service communications agency focused on healthcare and tech



Sales-driven integrated / digital marketing agency specializing in health and wellness

spigroup

Communications / digital storytelling to improve employee experience and corporate reputation

rf.relate

Social impact, sustainability, advocacy and public affairs offering focused on connecting People, Purpose and Policy

Shared strategic / creative services



Full-service creative strategy and production studio specializing in innovative story creation through film, animation and interactive media

rf.xperience

Full-service creative studio providing branding, design and illustrations, web development, video production and more

rf.techlab

Identifies and leverages emerging technology / analytics platforms and partners to fuel smart experimentation and ideation

Government Experience

Many of Ruder Finn's leadership have developed or led implementation of public relations, consulting, marketing and outreach efforts for Federal government agencies including:

- Centers for Medicare and Medicaid Services (CMS)
- Department of Health and Human Services (HHS)
- Department of Homeland Security (DHS)
- Federal Emergency Management Agency (FEMA)
- Food and Drug Administration (FDA)
- National Institutes of Health (NIH)
- U.S. Agency for International Development (USAID)

Executive Counsel, Coaching & Thought Leadership

Ruder Finn champions the importance of building strong thought leadership platforms for executives who not only elevate their own expertise but elevate the vision of the company. We understand the power of a dynamic executive and know that with the right platform and the right training, we can help deliver powerful brand messages. Our services include executive thought leadership platform workshops focused on identifying an executive's (or executive 'bench') thought leadership. This includes developing key attributes and platforms that are customized to the executives' strengths, benchmarking against other high-level executives and refining the ownable themes, and providing recommendations on positioning key attributes and ownable platforms for the executive.

Ruder Finn also conducts message architecture and narrative sessions to story mine with key executives in building the key corporate themes and platforms. We brainstorm compelling story themes that resonate internally and with the media and other key stakeholders, and then develop key messages into a storybook, mapping them against priority media outlets and reporters.

Ruder Finn's executive media strategy and coaching includes an assessment of the media landscape to identify what reporters are looking for when telling stories and share best practices of do's and don'ts and tips for dealing with reporters. We conduct in-depth discussions on client key messages and develop bridging techniques that allow execs to pivot back to key topics. We also role-play scenarios, which are videotaped and played back for analysis and critique.

Issues & Crisis Management

Ruder Finn advises some of the world's most respected organizations as they manage the mission-critical business issues of reputation and risk. From security breaches and data privacy to litigation and beyond, clients count on our judgment, our results and our commitment to reputation recovery strategies that drive credibility and trust. Our full range of capabilities include the development of crisis and issues guidelines, mapping and training. We incorporate proprietary analytics and mobile tools that ensure intelligence and response at the speed of social media – anywhere, anytime.

AGENCY AWARDS & RECOGNITION



Winner:

2018 Large PR Firm of the Year
Promotion of Firm for inaugural thought leadership Alexa Skill
CEO of the Year



Winner:

Large Agency of the Year
(2018)



Finalist:

Holmes Report
Digital Agency of the Year
(2018)



Winner:

Kathy Bloomgarden:
Outstanding Agency Professional
PRWeek 2018



Winner:

Best in Healthcare; Best in Crowdsourcing & Co-Creating
– The Art of Ending Stigma for Janssen Pharmaceuticals (2019)
Executive Leadership
– Novartis (2016)
Global Campaign
– McDonalds (2016)



Winner:

Internal Communications & The Next Big Thing: Innovative Technological Approaches to Execution
– Using Alexa to Excite, Inspire and Educate Employees for AstraZeneca (2019)



Winner:

CSR & Nonprofit Awards: Best in Corporate-Community Partnership
– Growing Walls Billboard Campaign for Bayer
Top Places to Work in PR
(2017)
Top Woman in PR
– Kathy Bloomgarden (2017)
PR Professional of the Year
– Kate Hardin (2017)



Winner:

Digital Agency of the Year
(2016)



Winner:

China PR Agency of the Year
(2016)



Finalist:

Best Agency Disruption & Best Agency Comms Platform
– Kathy's Thoughts Alexa Skill
(2018)



Top 50:

Top 50 in PR
(#12)



Inductee:

PRWeek Hall of Fame
– Kathy Bloomgarden