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### **MSR COMMUNICATIONS HONORED WITH HERMES GOLD AWARD**

San Francisco-Based Boutique Public Relations Firm Recognized for Creative Social Media Campaign

**SAN FRANCISCO, CA - June 2010**—MSR Communications® ([www.mscommunications.com](http://www.mscommunications.com)), an award-winning public relations firm that specializes in providing communications management services to technology, B2B and consumer lifestyle companies, has been honored with a “Gold Award” from the Association of Marketing and Communication Professionals (AMCP) in the 2010 *Hermes Creative Awards* competition for its exceptional “Communication Campaign” based on creative social media strategies the firm created and executed for The Smalls Street Sounds, an interactive location-based sound map for filmmakers, musicians and sound artists.

The *Hermes Creative Awards* is an international competition for creative professionals, judged by the AMCP. MSR Communications’ award-winning campaign was selected from thousands of entries for the firm’s innovative approach to integrated social media campaigns.

“We are proud to be honored for the third year in a row with the coveted *Hermes Creative Award*,” said Mary Shank Rockman, Principal and CEO of MSR Communications. “Our team has developed a profound expertise in leveraging social media to impact our clients’ brands. This campaign demonstrates MSR’s ability to creatively and effectively grow online communities with results-oriented social media techniques.”

MSR received the *Hermes Creative* “Gold Award” for the communications campaign the firm created for The Smalls Street Sounds. MSR’s targeted social media PR campaign “took it to the streets” by reaching users in targeted online communities to which they belonged to such as

regional, artists, entertainment, film, audio visual, graduate school, collegiate and more. The goal was to drive substantial awareness to The Smalls Street Sounds sound map to generate sound uploads to support its upcoming film competition in which each entry required the use of at least three sounds from the map. By targeting special interest bloggers and utilizing crowd-sourcing techniques to build a community around The Smalls Street Sounds, MSR was able to generate both online viral coverage reaching millions and incite over 1,700 user uploads to the sound map in just eight short weeks.

### **About MSR Communications**

MSR Communications is an independent public relations firm that offers award-winning creative intelligence and superior communications management services to technology, B2B and consumer lifestyle companies. The firm has practice areas in media and analyst relations; speaker placement programs; corporate positioning and messaging, social media and digital marketing communications; and crises/reputation management. Based in San Francisco, CA, MSR was named one of the 2008 Top 5 Small PR Firms in the nation. For information, visit [www.mscommunications.com](http://www.mscommunications.com) or call (415) 989-9000.

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