

KRAKOFF  
COMMUNICATIONS

# 2020 YEAR IN REVIEW



Adapted & thrived  
during COVID-19  
pandemic



Created StoryMatters  
videocast series



President Jeff Krakoff was appointed  
to the Board of Directors of Public  
Relations Society of America  
Pittsburgh chapter



Added NJ presence to  
expand into New York,  
New Jersey and  
Philadelphia



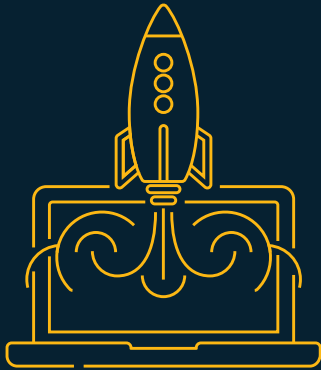
Taught PR Management  
class in the Business School at  
University of Pittsburgh



Made cash donations &  
provided pro-bono services  
to half a dozen  
organizations



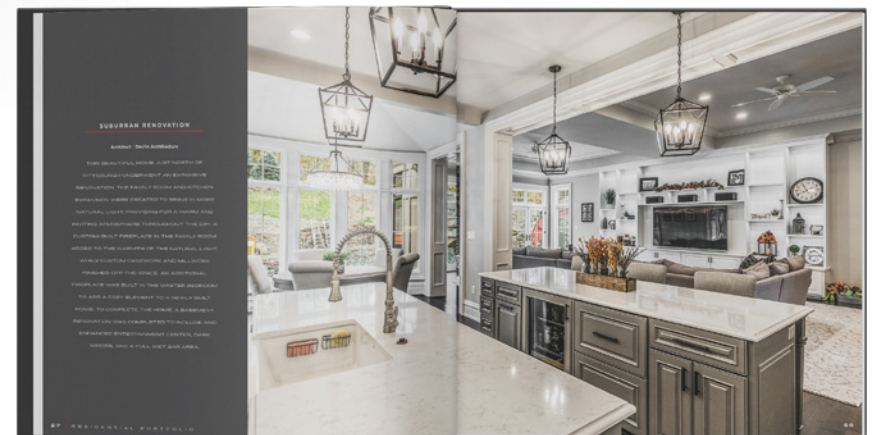
Added 11 new clients



Launched new KCI  
website

## PWCAMPBELL

We helped this more than a century-old Pittsburgh-based design/build and construction management firm with a number of public relations and design projects. In addition to announcing a new ownership/management structure for its overall financial institution, commercial and residential businesses, we partnered with them on a custom residential brochure, project viewbook and website.

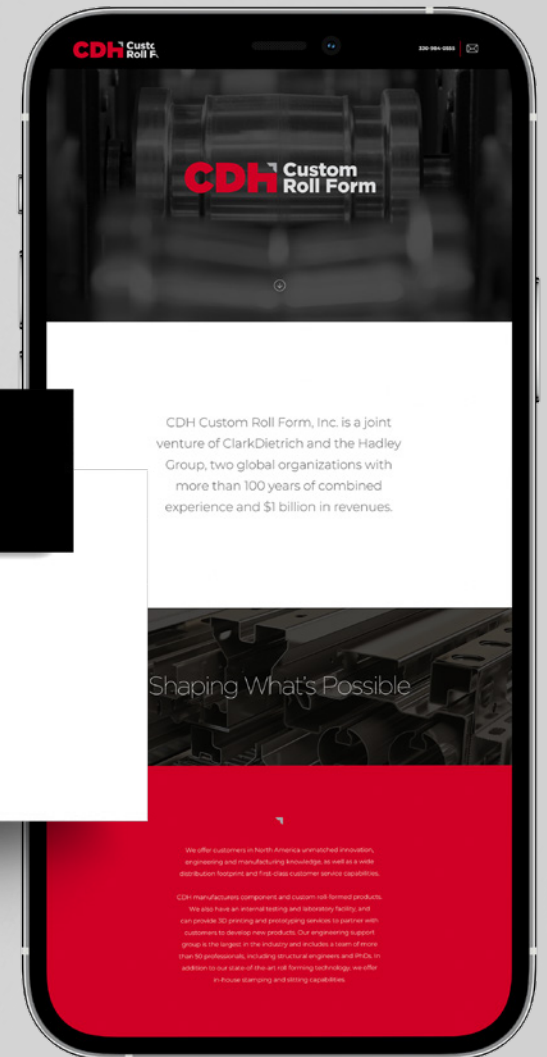




# CDH Custom Roll Form

## CDH CUSTOM ROLL FORM

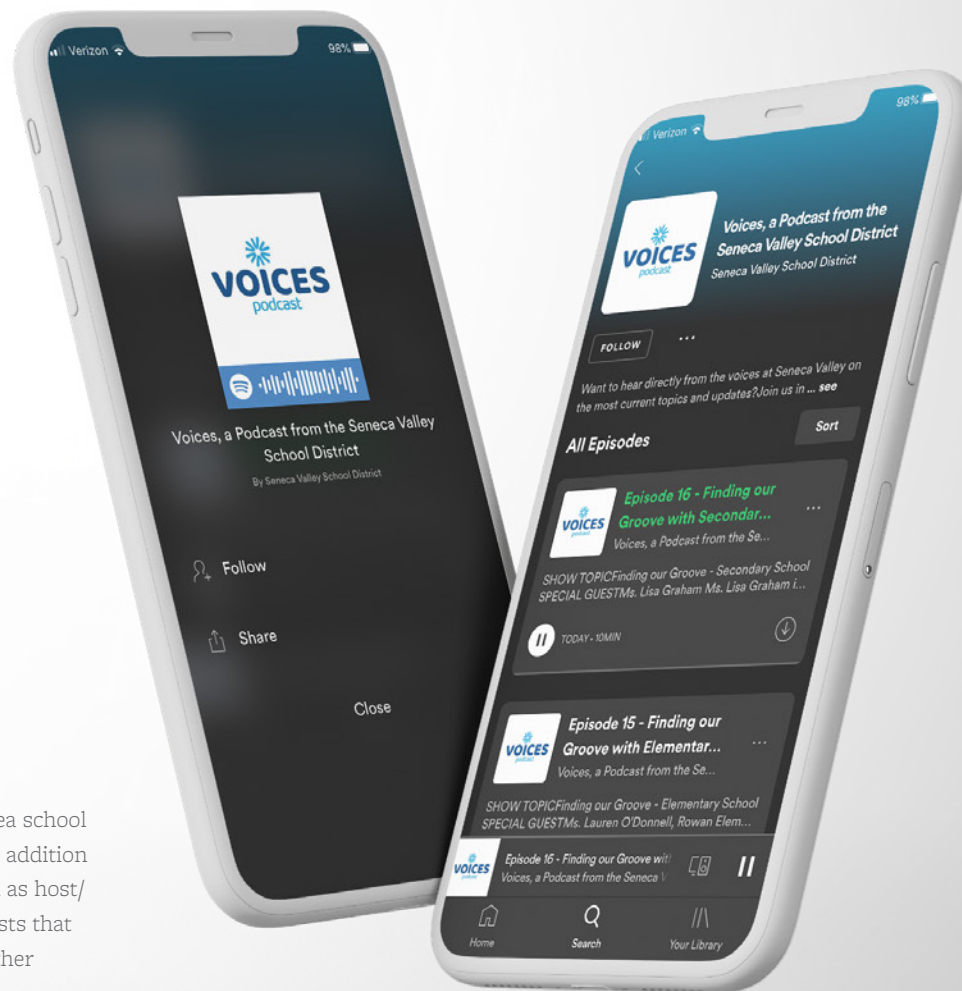
We created the brand this year and many other pieces for this Warren, Ohio-based metals producer that is a joint venture involving large U.S. and UK companies. In addition to creating the brand and stationery materials, we are working on various print collateral and website projects.



# podcast

## SENECA VALLEY SCHOOL DISTRICT

We worked with our clients in this large Pittsburgh-area school district to launch a new podcast series titled Voices. In addition to branding and design of printed materials, we served as host/interviewer and produced more than two dozen podcasts that have been very well received by the community and other stakeholder groups.





# Holistic Insurance Protection

## HOLISTIC INSURANCE PROTECTION—THE LEVEL PROGRAM

We developed the brand/logo and are working on designing an app and collateral materials for this national program based in Weirton, WV. The focus is on helping consumers and insurance professionals ensure people have the proper levels of coverage for home, auto, life and other insurance at the lowest possible long-term cost.



The collage features three overlapping images of a mobile application interface. The central image shows a 'New Agent Registration' form with fields for First Name, Last Name, Email, Password, Password Confirmation, and Company Name. It includes a blue 'REGISTER' button and a grey 'CANCEL' button. The background of the form is a blurred image of hands writing on a document. The top of the app shows a 'SINGLE EVALUATION \$10' offer. The right image shows a 'Name on Card' field and a 'PHONE' field. The bottom image shows a 'Disclaimer' and '© 2020. All Rights Reserved' text.

Level PROGRAM

### Enter Your Payment Details

NAME ON CARD

Phone

ADDRESS1

Street address

ADDRESS2

Suite (Optional)

CITY

City

STATE

Select

CREDIT/DEBIT CARD

Card number

SUBMIT

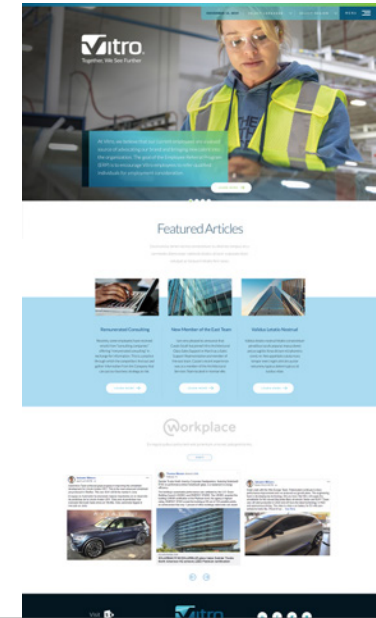
CANCEL

MM/YY/

Privacy Policy / Disclaimer

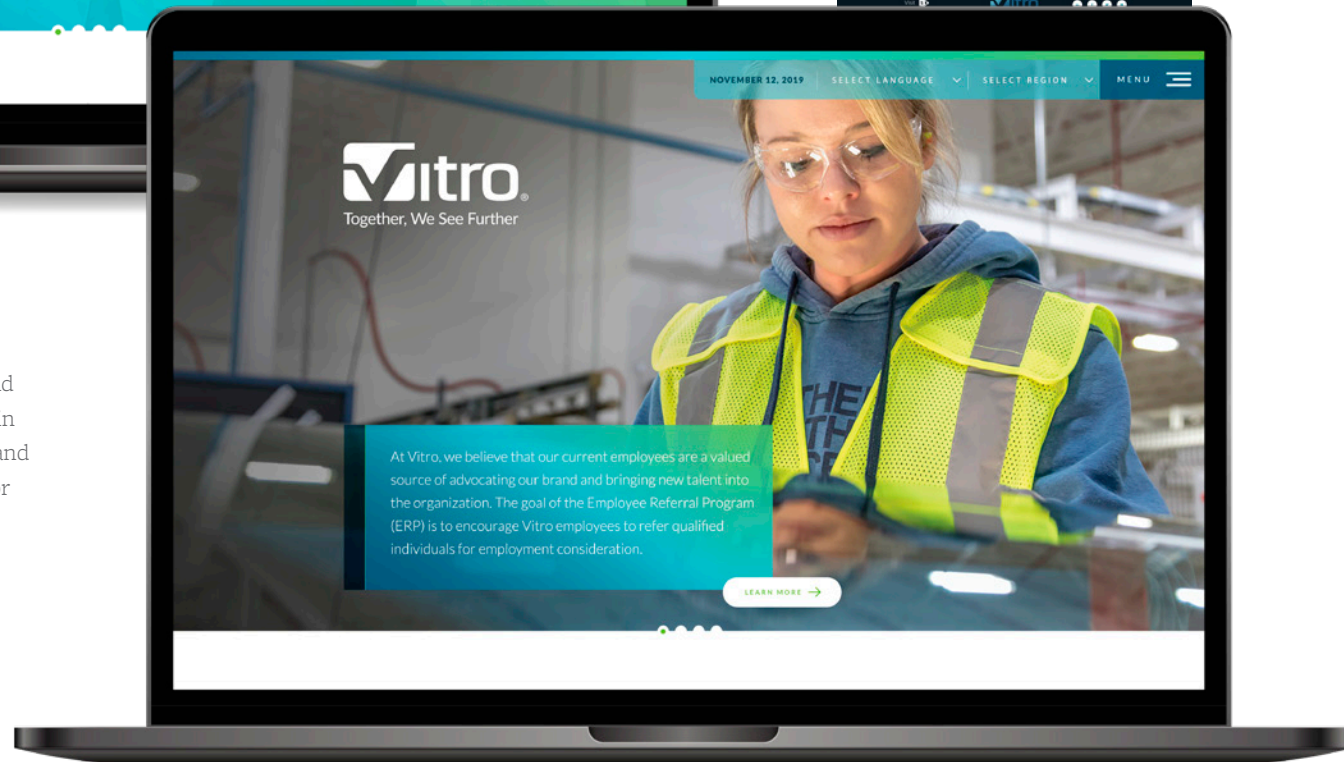
© 2015 All rights reserved.





## VITRO

We worked with this global manufacturer of architectural and automotive glass, with its North American presence based in Pittsburgh, to design and develop its Intranet site for U.S. and Canadian employees. We also developed an Intranet site for global employees in Europe and Latin America.



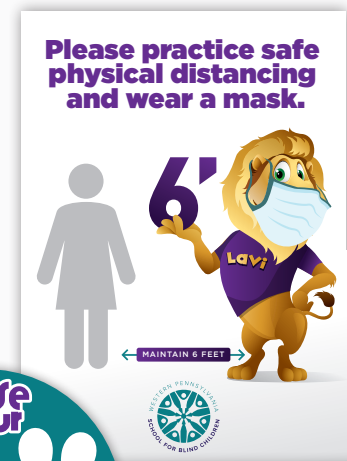


## WESTERN PA SCHOOL FOR BLIND CHILDREN

We partnered with this Pittsburgh-based school that educates blind and visually impaired students. It is one of the oldest, largest and best schools of its kind in the United States. We helped to develop a brand for its foundation and worked with the School with content and design for its annual report, newsletter, print ads, signage related to COVID-19 and more.









## WHARTON HILL INVESTMENT ADVISORS/ZAJAC GROUP

We helped to create brands and marketing materials for these two Philadelphia-based investment and wealth management firms. We helped with naming, branding, logo design and other marketing communications services.



WHARTONHILL  
INVESTMENT ADVISORS

**Zajac**GROUP  
A Wealth Management Company



ECI is based in Lawrence, Pa., and is a national leader in industrial automation and process controls. We partnered with them to create numerous infographics and other visual elements, as well as a number of brochures and product data sheets.



With access to best-in-class products and services, engineering and training, you can optimize performance and operate with the support of our team every day.

**Project Engineering** – From single valve sizing to full control system design, engineered solutions for industrial process control.

**Isolation & Valve Actuation** – A range of isolation and valve actuation solutions from the leading

Reliability Solutions – Predictive, corrective, electrical and professional solutions designed to deliver seamless operations and help plants achieve

## Preventative Maintenance Improves Performance

the system and substantiate and enable effective processes requiring ongoing maintenance and repair. A reactionary approach to maintenance can lead to equipment failure, safety reliability and safety challenges. A more strategic approach that acknowledges maintenance as a critical component of your operations offers many advantages. Investment in a more effective maintenance strategy during emergencies, improves documentation and allows for improved production.

For most maintenance technicians, regularly reviewing and repair responsibilities, together with improving the health of your assets and completing any necessary diagnostic or emissions testing will

keeping your site running. Along with an experienced service team extends your working without adding extra hours. It's your responsibility to ensure that you maintain and test the leading products and solutions, and can quickly respond to your needs.

**Reducing Downtime and Improving Operations**  
Well maintained parts and equipment perform better and improve the return on your investment. A skilled maintenance team can reduce downtime and improve your productivity. With a thorough understanding of your equipment, your service team can plan for needed parts and inventory, and your work needs to be met. Your equipment can be scheduled for outages or other planned down time.

With ECI leading your preventative maintenance program, you will benefit from the expertise of well-trained technicians with experience in your industry. An acute product knowledge and understanding of factory specifications allows ECI technicians to anticipate your needs and complete

**standing Your Workforce and Expertise**  
 and efficient as it often results where no site teams become

mulder and more generalists are increasingly common but do pose challenges for maintenance programs. Specialized expertise and a familiarity with your specific solutions - as well as the availability to tend to them - are essential to

**Sales and Information**  
724.746.3700 or [www.ECLus.com](http://www.ECLus.com)  
Hours Emergency Support: 800.569.6030



**ECI**

**The right solution for your site includes much more than the products and technologies themselves.** Responsiveness, support and quality service elevate your operations. ECI is committed to being a comprehensive partner in your success. For you that means innovative approaches and local service that is unsurpassed.

## Large Assembly Delivers Time and Cost Savings

Emerson offers various liquid level solutions, including products that meet the ASME requirements for direct or remote boiler level indication. Perberthy liquid level gauges are used in petrochemical processing, refining, pharmaceutical and other industries. Applications include compressors, water treatment, storage tanks and oil/water separation. Emerson

Additionally, a full suite of accessories ensures dependable level indication across various environments, such as those that require insulation blankets, remote monitoring and explosion-proof illuminators.

and local delivery, you will realize a  
es you need can be available quickly,  
ion and eliminating the need for your



ECL, an Emerson

Emerson's Piezo Glass Gauges are

Lawrence, PA | Monaca  
Dublin, OH | Lima, OH  
Poca, WV | Salem, WV

driving force  
customers succeed.  
our teams are  
necessary to lead

**CONTROL VALVES**

- Globe, Angle, Segmented Ball, Eccentric Plug, Ball

drive this recognition of the benefits that employee

- Pressure, Flow, Level & Temperature Measures
- Corrosion & Erosion Monitors
- Wireless Infrastructure
- Flame & Gas Detection

- **Transmission Ball, Floating Triple Offset, Gate, Globe, Plug, Control Valve**

Insurance  
Disability

programs

...s and  
...ining and

100



 **ECI**  
 Emerson Impact Partner

 **EMERSON**

**ECI, an Emerson Impact Partner,** is the leading provider of industrial automation, valves and process control technology in western Pennsylvania, West Virginia, western Maryland and Ohio. ECI also provides design, configuration, lifecycle support and training services for customers in the oil and gas, chemical, power, food and beverage, mining and metals, life sciences, pulp and paper, refining, petrochemical, OEM and nuclear industries. An ISO 9001:2015 registered company, ECI has operated on the principles of quality, reliability and safety for more than 60 years, offering unmatched product and service solutions designed to meet specific customer needs.

**ACTUATION**

- Pneumatic, Hydraulic and Electric Actuators
- Valve Operating Systems
- Gearboxes & Overrides
- Controllers & Instruments

 **EMERSON**

ASCO   BETTIS   BIFFI   EDM  
EL-O-MATIC   KEYSTONE   TOPWORKS

REGULATED EXHAUST

<p><b>CONTROL VALVES</b></p> <ul style="list-style-type: none"> <li>■ Globe, Angle, Segmented Ball, Three-Way, Ball, Eccentric Plug, Butterfly, Severe Service, Multi-Port, Plug and Choke Valves</li> <li>■ Steam Conditioning and Desuperheating</li> </ul>	 <p><b>EMERSON</b></p>	<p>BAUMANN</p>	<p>FISHER</p>	<p>SEMPPELL</p>
---	---	----------------	---------------	-----------------

**MEASUREMENT INSTRUMENTATION**

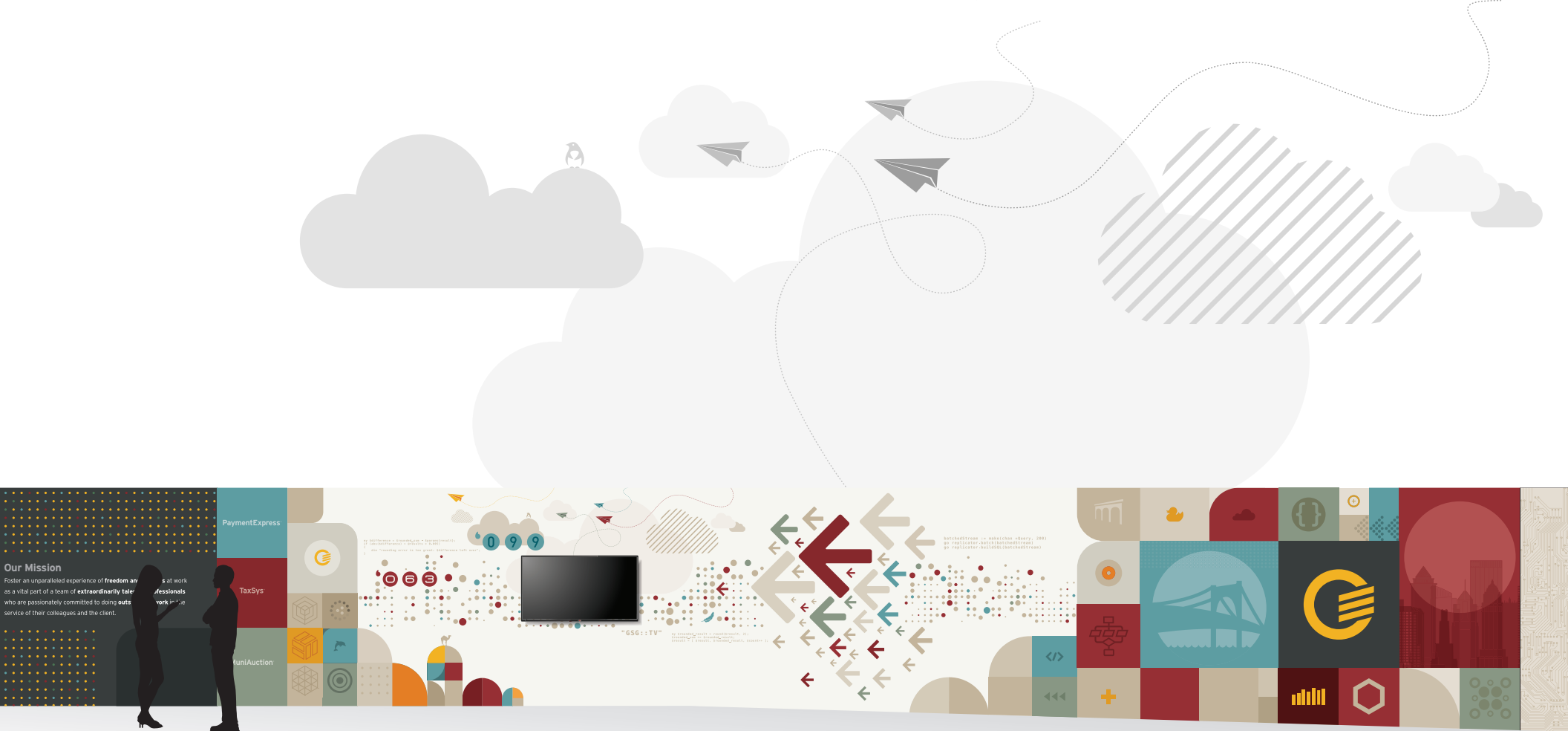
- Pressure, Flow, Level and Temperature Measurement
- Corrosion & Erosion Monitoring
- Wireless Infrastructure
- Flares & Gas Detectors

**EMERSON**

ASCO FISHER PENBERTHY  
ROSEMOUNT TOPWORX

©2008 Emerson. All rights reserved.

ISOLATION AND SHUTOFF VALVES				
<ul style="list-style-type: none"><li>Transition Ball, Floating Ball, Butterfly, Triple Offset, Gate, Globe, Check, and Knife Gate Valves</li></ul>	 <b>EMERSON</b>	CLARKSON KEYSTONE NEOTECHA	FASANI KTM SEMPELL	FISHER LUKKENHEIMER VANESSA

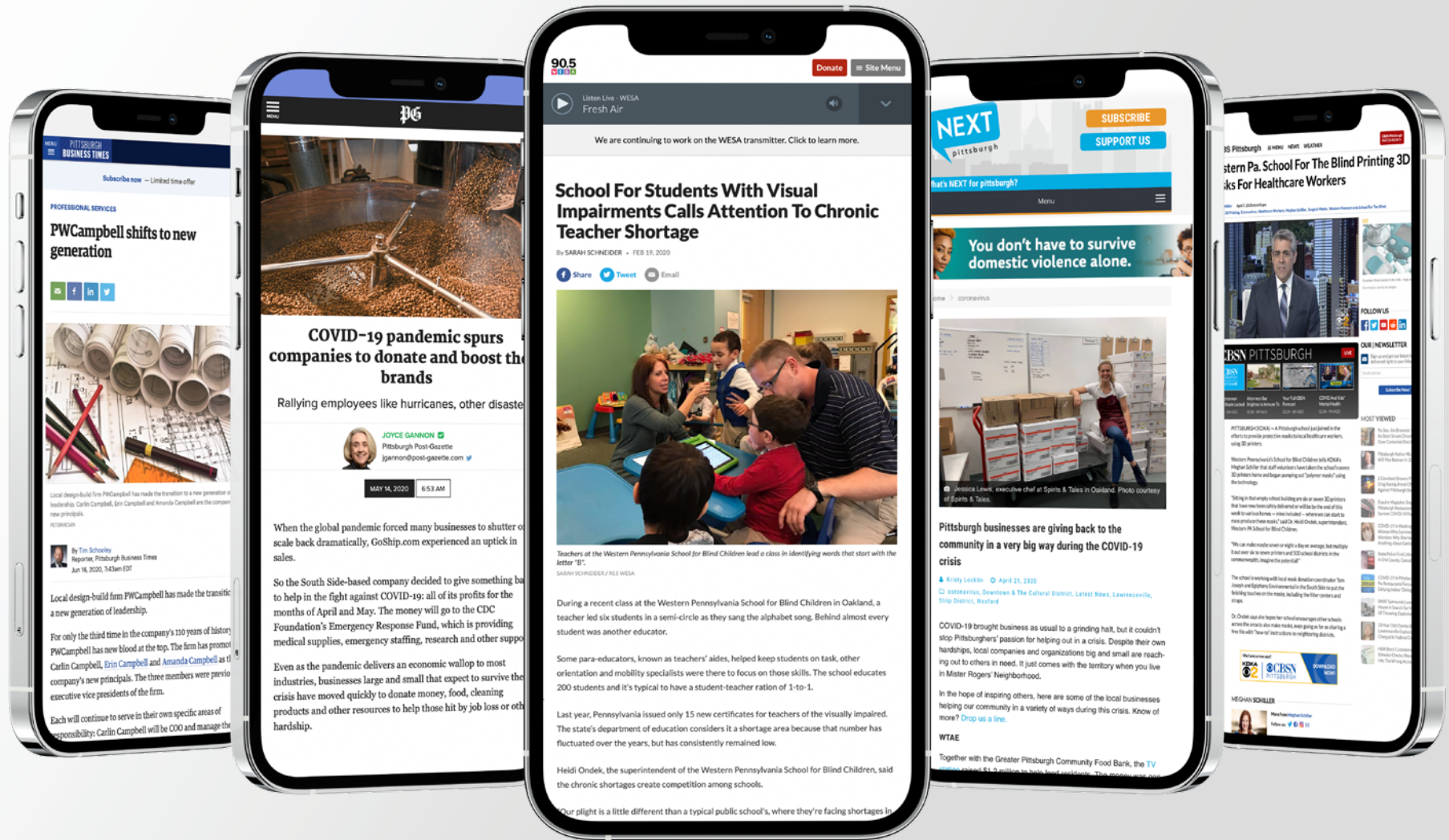


## GRANT STREET GROUP

This Pittsburgh-based firm has operations around the country and specializes in cloud-based government solutions for tax collection, e-payments and auctions. We helped to design wall graphics and signage for their more than 80-foot-long section of its office that would provide a unique and engaging experience for visitors.

## MEDIA RELATIONS SERVICES

We worked with many clients with media strategy and media training. We also helped them to get the word out about their organizations, people, product/service offerings and issues important to them via print, broadcast and digital media.







**WE LOOK FORWARD TO WORKING  
WITH EXISTING AND NEW CLIENTS  
THROUGHOUT 2021.**

If we can help you with your marketing  
and communications needs, contact us at  
[info@krakoffcomm.com](mailto:info@krakoffcomm.com)