

PR
Agency
Report Card
2007

Trylon SMR

Media relations with technology
focus

New York

Trylon Communications became Trylon SMR in 2006: SMR stands for strategic media relations, and the name change is a great example of form following function. Because Trylon founder Lloyd Trufelman is unabashedly old school. Having learned his



craft at Rubenstein Associates (which has spawned more than its share of successful PR entrepreneurs) and honed it with media companies such as MTV and CBS, he's a media maven who understands the value of relationships with reporters and isn't ashamed to call himself a publicist. To ensure success, he uses a proprietary "reverse reporting" model that starts by asking what journalists-and increasingly, new media types such as bloggers-are interested in and then develops stories that meet their needs.

The firm focuses on delivering consistent, targeted media placements to clients in the

media, technology and related industries, on measuring both the quantity and quality of media coverage generated, and on providing personalized service and rapid response. It has been increasing its emphasis on social and other online media in recent years, developing an expertise in podcasts and particularly online video. It is also different from many of its competitors in that it works exclusively on a monthly retainer basis (not on the hourly system that has come to dominate the industry). Explains Trufelman: "We sell result, not time."

The firm continued to focus on the technology, media and telecommunications niche that has served it well since its launch in 1990, and has benefited from the renewed growth and energy of that sector over the past couple of years months. Major clients include BusinessWeek Online, CA-BLEready, International Data Group, Mediaedge:cia, National CineMedia, ReelzChannel, Springer, Star Marketing Group, Syndicated Network Television Association, The Week magazine and The Weather Channel's, which turned to Trylon to launch its new series It Could Happen Tomorrow, focused on climate change scenarios. Trylon worked with various state and municipal Offices of Emergency Management nationwide to host internal and public screenings of the programs to drive public awareness and education.



274 Madison Avenue
New York 10016
212 725 2295
www.trylonSMR.com