

Merilee Kern, MBA

STRATEGIC COMMUNICATIONS

*Helping Business and Personal Brands
Navigate Today's Multi-Dimensional
Information Marketplace*



Expert Consultant *Services*

Publicity Strategy THAT PULLS

In the dynamic modern business landscape, a well-defined brand strategy coupled with effective communication—to include strategic public relations (PR), content and creative—are indispensable elements for success. Companies engage with Merilee to help them navigate the complexities of today's interconnected world. These services encompass a comprehensive approach to shaping and maintaining a positive public image, fostering meaningful relationships with stakeholders, and strategically positioning and strengthening the brand. As a skilled consultant, Merilee offers insights into market trends, competitor landscapes and emerging opportunities, helping business and personal brands articulate their messages coherently, engage with their target audience authentically, build enduring brand equity and secure meaningful press coverage.

Merilee offers expert Strategist services across key areas that enhance reputation and ensure a resilient and resonant presence in the marketplace:

- ✓ **Public Relations (PR) Strategist**
- ✓ **Brand & Architecture**
- ✓ **Creative**
- ✓ **Content**
- ✓ **Influencer**



PUBLIC *Relations*

Publicity Strategy THAT PULLS

Public Relations has evolved into a critical component of any successful business strategy. At the forefront of this dynamic field is PR Strategist, Merilee Kern, MBA. A seasoned, senior-level professional, Merilee expertly crafts comprehensive communication methods, messaging and overarching plans that shape public perception and foster positive relationships with press personnel and media audiences, alike.

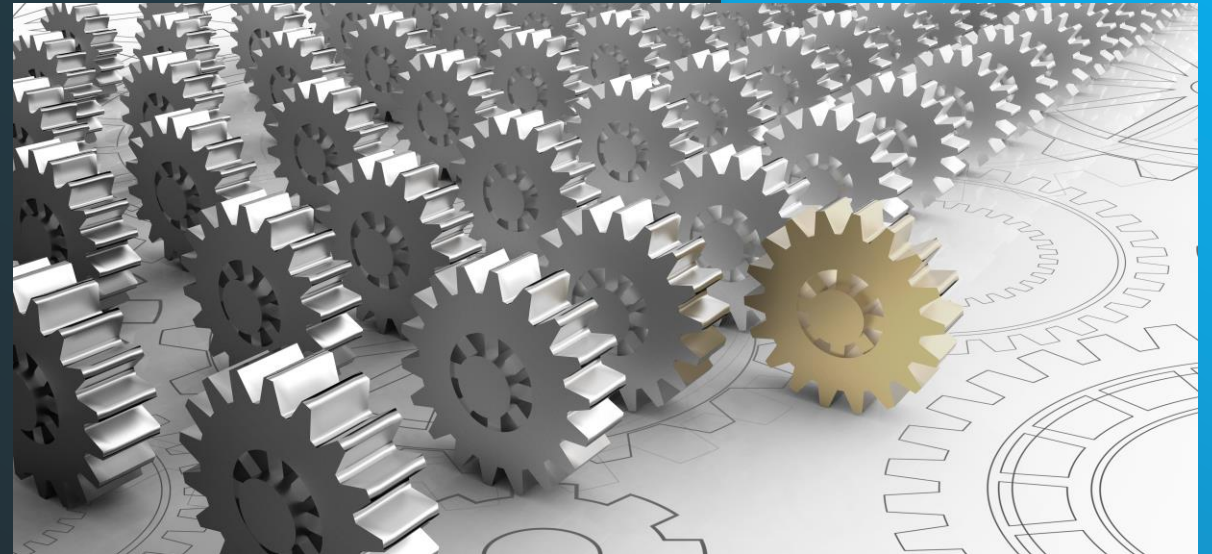


Merilee Kern

A PR Rainmaker

Publicity Strategy THAT PULLS

As a PR Strategist, Merilee works with organizations or thought leadership experts to develop specific communication strategies and identify viable news-making opportunities for favorable press coverage that aligns with the client's values and objectives. This involves a nuanced understanding of the industry-specific media landscape, market trends, data drivers and the intricacies of effective storytelling. Merilee serves as an architect of a brand's narrative, ideating human-to-human (H2H) story concepts and full-scale campaigns that resonate with target media, their audiences and other relevant stakeholders.

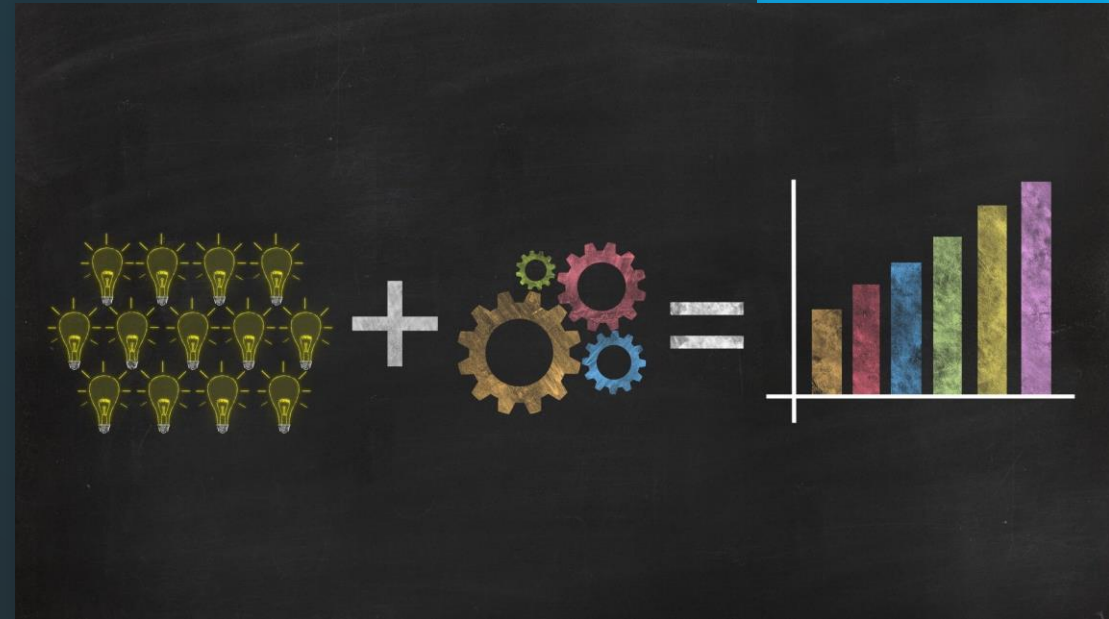


The Bottom Line

Powerful PR Planning

Publicity Strategy THAT PULLS

Failing to strategically position yourself in the media results in a loss of opportunities to establish trust, leadership and potential sales with your target decision-makers. Inaction leaves you susceptible to competitors who may seize your position in the media landscape. This leads to a decline in relevance, a missed chance to be recognized as a market leader, and the forfeiture of valuable benefits such as backlinks, targeted traffic, and increased conversion rates for leads and sales generated through coverage in high-authority and industry-relevant publications and on television.



STRATEGIC MEDIA *Consulting & Advisory*

Publicity Strategy
THAT PULLS

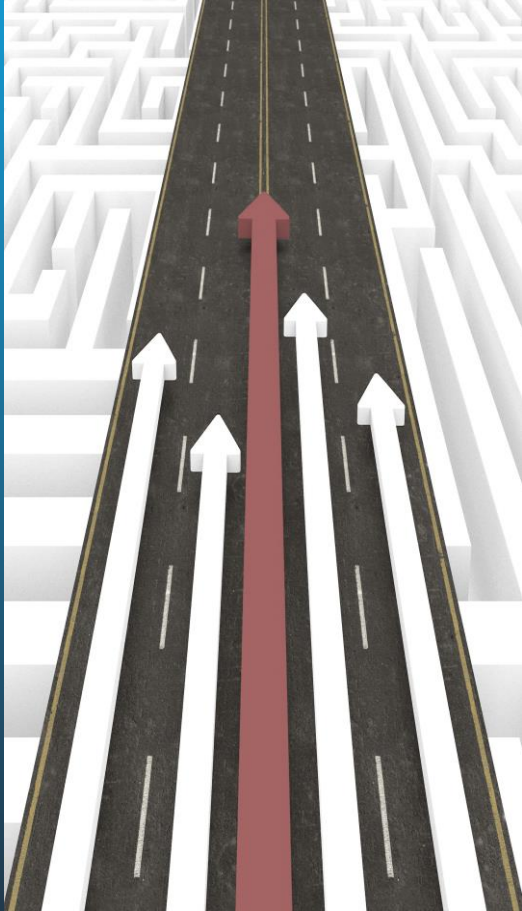
In a world where perception is reality, Merilee's PR strategy work plays a pivotal role in shaping the narrative of organizations through a news lens. With an ability to navigate the complexities of communication honed over her 25+ years in the industry, Merilee helps brands and experts engage with, and work through, the press to help bolster contiguous marketing and business development opportunities.



Services

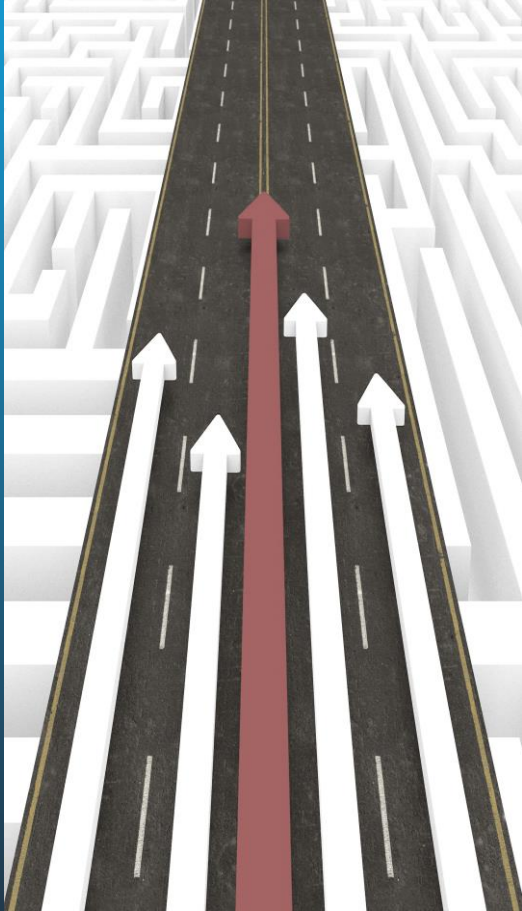


PR Services



- **Strategic Ideation** - Develop primary news concepts, angles, hooks, opportunities, marketing-driven programs and other points of news making leverage that are timely, fresh, relevant and compelling in the context of the current news cycle. This involves identifying industry and other macro happenings, key messages, target audiences and the most impactful channels for communication.
- **Data Comms Analysis** - Research and source relevant and credible data sources for leverage in PR campaigns and media kits (as well as client/industry-specific web site content, blog posts/thought leadership articles and other messaging hubs). Merilee uses her journalism expertise, insights and resources to identify relevant data points, statistics, metrics, analytics and research-informed hooks that can be leveraged as messaging/positioning points for web site and other MarComm vehicles, including story angles and supporting detail to lend validity/credibility and otherwise bolster the “newsworthiness” of PR campaigns.
- **Media Content Creation** - From press releases, pitch letters and media kits to speeches, thought leadership articles and op-eds, as a highly adept content creator Merilee crafts compelling narratives that convey key messages and align with the brand's identity and media coverage goals.

PR Services

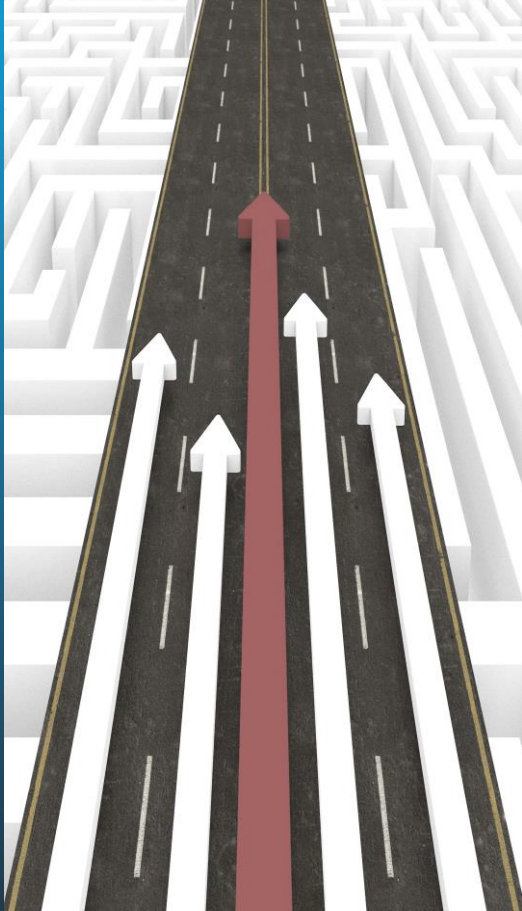


- **Content Syndication** - Article syndication strategy services play a crucial role in amplifying the reach and impact of article/editorial, video and other content across various platforms. These services involve the systematic distribution of articles to a network of publishers, websites and online platforms to strategically maximize visibility and engagement.

By leveraging targeted syndication, businesses and content creators can extend their audience reach, enhance brand authority, and drive organic traffic. Merilee identifies industry-relevant, wide-reaching platforms that can distribute and optimize content for diverse audiences—all while ensuring consistency across distribution channels.

Merilee's effective article syndication strategies not only increase content exposure but also contribute to improved search engine rankings, making it an integral component of a comprehensive digital marketing and content dissemination plan.

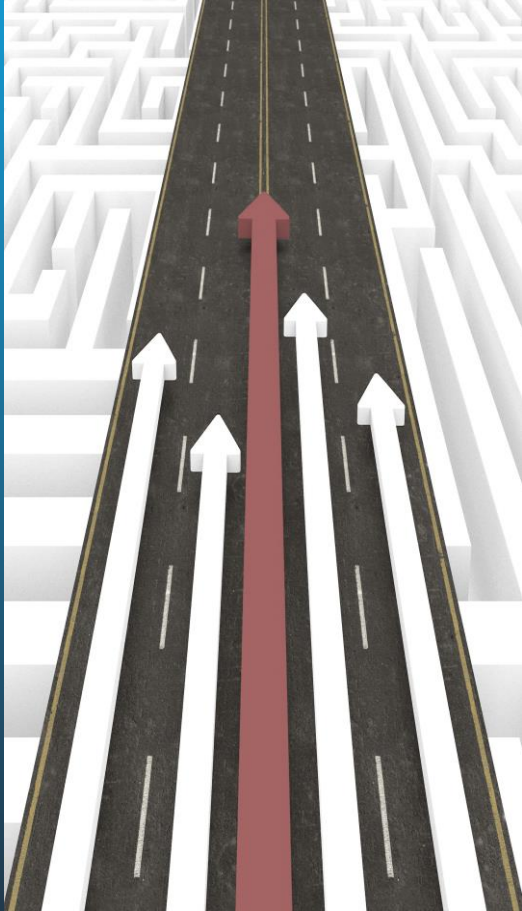
PR Services



➤ **Personal Branding & Thought Leadership** – Merilee will identify news-making opportunities that levitate key figures within an organization as industry thought leaders through strategic article and other content, and public appearances, that amplify social proof. Provide insights and strategies for creating and managing a distinct and compelling image or impression of an individual in the company, industry and marketplace at large. It involves defining and communicating the unique qualities, values, skills and attributes that set that person apart. Personal branding is not just about self-promotion; it's about presenting an authentic and consistent narrative that showcases one's expertise, passions, and character. Key elements of personal branding services can include:

- ✓ Assessment to understand the expert's strengths, values, and personal and professional goals and translate that into newsworthy narratives.
- ✓ Development of authentic, research-informed positioning strategies as well as tag lines, mission and value proposition statements that evoke trust and credibility.
- ✓ Writing of expert insight-oriented story angles—or fully formed articles and editorials—that demonstrate subject matter expertise and voice of authority—often published in a way that boosts search engine rankings via high authority article backlinks from top tier publications.
- ✓ Audit to ensure consistent online presence and messaging to curate the desired narrative and maintain a consistent persona across various platforms, including web sites, social media profiles, blogs, bios, media kits, speaker decks and other communications vehicles.
- ✓ Review ensuring visual identify cohesion, including a professional headshot and consistent design elements, for a recognizable personal brand.

PR Services

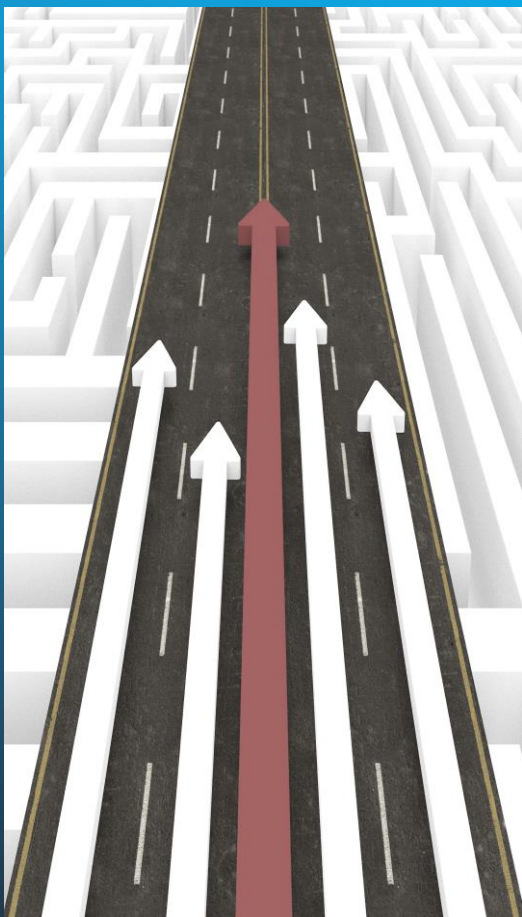


- **Television Brand Integrations** - In the public relations realm, paid media is coming of age as press outlets of every sort seek ways to drive revenue and curate compelling news content in ways that do not compromise journalistic integrity. In the broadcast television realm, this is manifesting in the form of paid brand integrations—a news content curation approach that’s becoming an accepted norm among both TV shows and stations and publicity practitioners alike.

Even so, television brand integrations are neither intended nor designed to be a proverbial “gold rush” for either party. Rather, this approach is a means to a more expedited and certain end to bring legitimately newsworthy content to air. The target audience is already there, ready to be entertained, enthralled or otherwise consume information of interest. Corporate and personal brands become part of the experience that viewers have already shown up for.

Through a strategic approach to TV brand integrations, Merilee helps organizations and experts drive visibility, create positive impressions and build brand equity through credible and authoritative TV shows. From the perspective of PR strategy, brand promotion, awareness and image building, there are distinct nuances over traditional PR that are important for an effective TV integration. In addition to actually booking and confirming guests on various programs for guaranteed, risk-free and lower cost publicity opportunity, Merilee helps clients aptly navigate the media messaging waters to ensure an optimal outcome.

PR Services

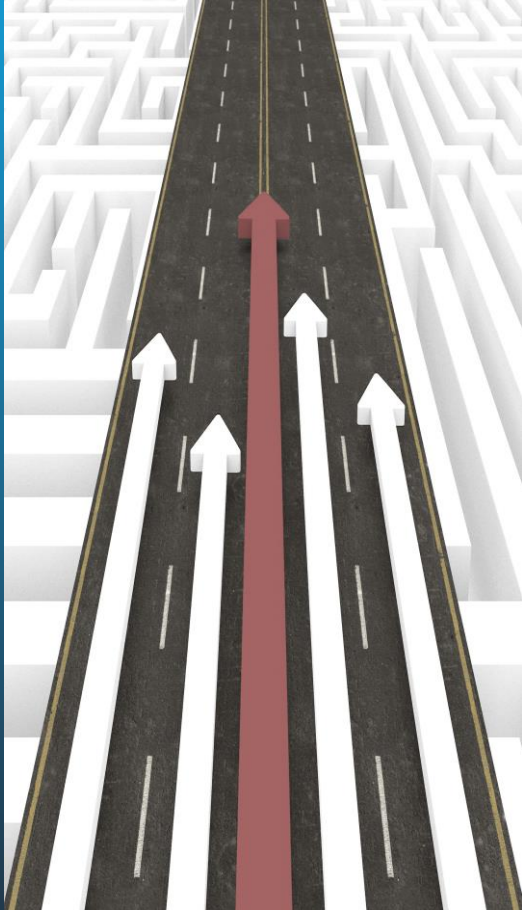


- **Media Training** - Conduct a specialized form of training designed to prepare individuals to effectively engage with the media. The primary goal of media training is to equip individuals with the skills and knowledge needed to convey their messages clearly, confidently and strategically in various media settings, including formal interviews. Merilee can provide practical insights, mock in-studio TV, zoom, or desk-side interviews, and constructive feedback.

Other key components of Merilee's media training services can include:

- ✓ Message Development
- ✓ Interview Techniques
- ✓ Media Landscape Understanding
- ✓ Crisis Communication
- ✓ On-Camera Training
- ✓ Message Consistency
- ✓ Handling Difficult Questions
- ✓ Building Relationships with Journalists
- ✓ Media Ethics.

Influencer Services



- **Celebrity & Influencer Brand Collaborations & Activations:** Identify suitable strategic partnerships and orchestrate collaborations between high-profile individuals, such as celebrities and influencers, and brands. This function leverages the popularity, influence, and reach of these individuals to enhance a brand's visibility, credibility, and overall press coverage opportunity impact.

This function leverages Merilee's deep understanding of the entertainment and influencer landscape, excellent negotiation and relationship building skills, and a keen eye for aligning talent partnerships with the brand's PR and marketing objectives—including creating authentic, impactful and publicity-worthy brand experiences that resonate with consumers through the influence of well-known personalities.

Key services include:

- ✓ Identifying suitable talent aligned with the brand's values and target audience
- ✓ Negotiating collaboration terms
- ✓ Managing contractual agreements
- ✓ Developing creative briefs outlining engagement activities, deliverables and timelines
- ✓ Overseeing the execution of brand activations

Additional

MEDIA, PUBLIC RELATIONS,
COMMUNICATIONS & BRANDING
CONSULTING SERVICES



Brand Services



Brand Strategy: A Primer

Brand strategy is crucial for businesses for several reasons, playing a fundamental role in shaping how a company is perceived by its target audience and the market at large. This strategic approach aids businesses in distinguishing themselves from competitors and defining the unique aspects that make their brand stand out, providing customers with compelling reasons to choose them over alternatives. Additionally, brand strategy contributes to the establishment of a consistent and memorable brand identity, enhancing visibility and recognition in the marketplace. It builds trust by effectively communicating a clear and authentic brand message, fostering customer loyalty as consumers tend to stick with brands they trust.

Furthermore, brand strategy is instrumental in defining the brand's position in the market and its perceived value, guiding marketing efforts to effectively target specific audiences. It provides a framework for consistent messaging across all touchpoints, ensuring that the brand communicates a unified and coherent message. This strategic approach influences business decisions related to product development, marketing, and expansion, aligning internal teams and stakeholders with a common vision.

Brand strategy also enhances the perceived value of products or services associated with the brand, influencing consumer choices and willingness to pay premium prices. It allows brands to evolve and adapt to changing market conditions while encouraging innovation and maintaining a consistent brand essence. Internally, it builds a strong brand culture, aligning employees with the brand's values, enhancing pride, and fostering commitment.

In customer interactions, brand strategy guides the development of a positive and consistent customer experience, ensuring that each interaction reflects the brand's values and promises. It also provides a foundation for effective crisis communication and reputation management, helping the brand recover from challenges while maintaining integrity. Moreover, it enhances the brand's appeal to potential employees and recruits by aligning company values with those of potential talent.

In the long run, brand strategy contributes to sustained business growth and positions the brand for success in evolving markets. In summary, a well-defined and executed brand strategy is a fundamental element of business success, influencing how a brand is perceived, shaping customer behavior, and providing a roadmap for consistent, purposeful, and effective communication in a competitive market.

Brand Services



The Brand Strategy & Architecture (Definition, Identity, Positioning, Messaging, etc.)

Merilee will craft a unique and compelling brand strategy that distinguishes the organization in a crowded market. Several functions play key roles in the process of building a strong and recognizable company or product-specific brand. Services can include:

- **Brand Identity Refinement**
Analyze current brand identity elements and provide expert recommendations for improvement. This can include refining logo, color scheme, typography, and other visual elements to better align with our brand values and market position. ****Identity Revamp:**** Propose a redesigned brand identity, including visual and communicative elements. Provide rationale for the proposed changes.
- **Brand Strategy Review**
Initial assessment of existing brand strategy and propose enhancements. Focus on market positioning, target audience analysis, and competitive differentiation to strengthen brand's impact in the sector(s) in which it operates. Deliver a detailed assessment report highlighting strengths, weaknesses, and areas for improvement.
- **Brand Strategy Development**
Develop brand strategy and enhancements based on key learnings from the brand review. Focus on market positioning, values, purpose, target audience analysis, and competitive differentiation to strengthen brand's impact in the sector(s) in which it operates. Present a strategic plan with clear objectives and actionable steps.
- **Documentation and Reporting**
Create comprehensive reports documenting the analysis, proposed changes, and implementation plans for both brand identity and strategy enhancements. Present a comprehensive brand enhancement plan, combining both identity and strategy aspects. This can include implementation guidelines.

Brand Services



- **Brand Architecture (Definition, Identity, Positioning, Messaging, etc.)** - Crafting a unique and compelling brand identity strategy that distinguishes the organization in a crowded market. Several functions play key roles in the process of building a strong and recognizable company or product-specific brand. Services include:
 - ✓ **Market Research:** Conduct research to understand the target audience, market trends, and competitors. Gather insights to inform brand positioning and messaging.
 - ✓ **Brand Strategy:** Develop an overarching brand strategy that aligns with business goals. Define the brand's unique value proposition and positioning in the market.
 - ✓ **Brand Nomenclature:** Create a memorable and distinctive brand (company, product, services, book, etc.) name that reflects the essence of the brand. Ensure legal availability and consider linguistic and cultural implications.
 - ✓ **Brand Logo and Visual Elements:** Provide research-informed creative direction for the design a visually appealing, recognizable and impactful logo founded on key elements: consistent visual language, including color schemes, typography, and imagery.

Brand Services



➤ Brand Architecture CONTINUED

- ✓ **Brand Voice and Messaging:** Establish a distinct brand voice that resonates with the target audience. Craft consistent and compelling messaging that communicates the brand's values and personality.
- ✓ **Brand Guidelines:** Create comprehensive brand guidelines to ensure consistency across all brand touchpoints. Specify logo usage, color codes, typography, and other visual and verbal elements.
- ✓ **Brand Storytelling:** Develop a compelling brand narrative that connects with the audience emotionally. Communicate the brand's origin, mission, and values through relevant and emotion-inducing storytelling.
- ✓ **Competitive Intelligence-Informed Content Strategy:** Audit website content against competitive sites and conduct content-oriented SWOT analysis. Compares and identifies content gaps, including that related to SEO carried out by keyword research. Findings are provided in a brief for content team to review and execute on.
- ✓ **Internal Branding:** Ensure alignment of internal stakeholders with the brand identity. Conduct training sessions to instill brand values and guidelines among employees.

Brand Services



➤ Brand Architecture CONTINUED

- ✓ **Brand Monitoring and Adaptation:** Monitor brand performance and gather feedback. Be prepared to adapt the brand identity based on market changes or shifts in business strategy.
- ✓ **Brand Experience Design:** Analysis to ensure a consistent and positive brand experience across all customer touchpoints. Consider user interface (UI) and user experience (UX) design for digital platforms.
- ✓ **Explore Strategic Alliances:** Identify partnership opportunities that align with the brand architecture. Ensure consistency in messaging and values across collaborations.
- ✓ **Legal Considerations:** Research that can help identify red flags and help ensure legal protection for the brand through trademark registration, domain names for online presence and other germane.

Creative Services



Creative Strategist Services

Execute strategic, data-informed ideation for the creation of communications vehicles – linear TV or digital/social ads, explainers, sizzles, and more. Services can include:

- ✓ Engage in strategic, consultative discussions with clients, understanding their business objectives and translating them into creative solutions that drive results.
- ✓ Lead the ideation process for the creation of communications vehicles true to the brand's voice and brand image – linear TV or digital ads, explainers, sizzles, and more.
- ✓ Define and refine brand positioning, ensuring consistency across all communication channels and touchpoints.
- ✓ Conceptualize and develop innovative campaigns that align with client objectives, ensuring a cohesive and impactful brand message.
- ✓ Serve as the link between the creative and production teams (talent managers, video editors, UGC creators, designers, editors, etc.) and the media buying team. Will work collaboratively across departments to ensure brand consistency across materials and to ensure seamless integration across various platforms.

Creative Services



➤ Creative Strategist CONTINUED

- ✓ Execute customer research to identify who the target customers are—and use those findings to spur fresh angles, hooks and ideas that optimize content, compel the desired action (click throughs, conversions, etc.) and drives KPIs.
- ✓ Utilize direct-response principles as applicable.
- ✓ Craft creative briefs, story board the flow and execute script copywriting for the creative team to execute on.
- ✓ Post mortem data analysis for documented learnings and future iterations. Use key insights and strong analytical skills to interpret data and make informed decisions for future creatives.
- ✓ Stay abreast of industry trends, cultural shifts, and emerging technologies to incorporate fresh and relevant ideas into creative strategies.

Creative Services



➤ Creative Strategist CONTINUED

- ✓ Project manage as applicable and desired to maintain production schedules and ensure timely delivery of materials and assets.
- ✓ Identify and execute strategies for improving Marketing Efficiency Ratio (MER) by optimizing marketing spend and increasing the output of high-performing creatives.
- ✓ Effectively communicate and present creative strategies to internal teams and clients, conveying the rationale behind each concept and its potential impact.
- ✓ Apply innovative problem-solving skills to overcome challenges and find unique solutions that set brands apart in competitive landscapes.

About the Expert

MERILEE KERN, MBA



MEET MERILEE

Consultant, Advisor, Visionary

Publicity Strategy THAT PULLS

Merilee Kern, MBA is an internationally-regarded, senior-level PR, communications, branding and leadership analyst, strategist and tactician. Merilee works with companies, brands, agencies, C-suite thought leaders and subject matter experts worldwide across a wide array of B2B and B2C sectors—helping them navigate the ever-evolving media landscape to secure meaningful press coverage. For over two decades, Merilee has strategized and managed innovative PR initiatives that have driven visibility, growth and profitability for throngs of clients around the world.

Through various agency affiliations and her own consultancy, Merilee avails industry-diverse clientele with a combination of entrepreneurial creativity and her breadth of PR and MarComm experience both on and offline. Among other deliverables of note, she is known for strategizing timely and compelling campaign concepts, ideating and writing powerful communication vehicles and securing top-tier national and regional press placements across all mediums: online, print, and broadcast TV and radio.



In addition to being a lauded branding and communications strategist, Merilee is an influential media voice, prolific writer and TV personality in her own right. She has contributed to over 450 business and consumer media outlets, including Forbes.com, Newsweek.com, RollingStone.com, [FastCompany.com](#), [Impact Wealth](#), , [Food & Beverage Magazine](#), [Resident.com](#), [Coastal Home Life Magazine](#), [ThriveGlobal.com](#), [JustLuxe.com](#) , BlackEnterprise.com, Mann Report [Print](#) & [Online](#), and an array of [other](#) premier media outlets.

Also as the Founder and Executive Editor and Producer of “[The Luxe List International News Syndicate](#),” Merilee is a revered business and consumer marketplace trends voice of authority who spotlights noteworthy marketplace change makers, movers and shakers. Through this cross-media platform, Merilee's insights regularly reach millions through multiple editorial and broadcast syndication channels. In addition to making regular TV guest appearances on copious programs throughout the U.S., Merilee is also the creator, executive producer and host of multiple TV shows.

Merilee holds a Master of Business Administration degree with a marketing specialty and a Bachelor of Science degree, both earned from Nova Southeastern University in Fort Lauderdale, Florida.



Let's Connect

TO SUPERCHARGE
YOUR PUBLIC RELATIONS
& COMMUNICATIONS



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