

Kane

ABOUT KANE

Storytelling means nothing without storydoing.

Kane Communications Group is a strategic public relations, marketing and branding agency with offices in Milwaukee and Racine, Wisconsin and Geneva, Switzerland. We help you align your communications strategies with your organization's values – inspiring action that earns trust, builds loyalty and achieves results.

Kane's team serves as advisors to our clients, guiding leaders and their teams through often complicated situations. We believe brands that operate from a place of purpose build greater loyalty with their customers, their stakeholders, the media and ultimately, their communities. Partnering with you to connect communications to purpose helps us to build, activate and protect your reputation.

In our 8 years of business, we've managed to snag some of the marketing and PR industry's most coveted awards for the results we've achieved with our clients and situations we've helped manage.

What makes us different

It's not enough to cut through clutter. You must make an impact.

- Research-led, design-thinking, active listening
- Diversity, Equity & Inclusion marketing and communications
- Expertise in media relations and media training
- Metrics-driven approach to developing and assessing marketing effectiveness
- Full-Service capabilities
- Global social impact experience
- We serve as strategic council to our clients

Core Competencies

- Quantitative & Qualitative Research
- Public Relations & Community Relations
- Crisis Response & Reputation Management
- Brand Development & Brand Architecture
- Creative Development, Marketing & Advertising
- Media Buying, Planning & Management
- Digital Media & Social Media
- Audio, Video, Podcasting, Vodcasting, Thought Leadership
- Brand Journalism & Content Strategy

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Federal Profile

UEI: GTXSSKPH79B7

Cage Code: 8P2Q2

SAM ID: GTXSSKPH79B7

Website: www.kanecommgroup.com

Business size: Woman Owned
Small Business

We accept credit cards

NAICS Codes

519130	Internet Publishing & Broadcasting & Web Search Portals
512110	Motion Picture & Video Production
512191	Teleproduction & Other Post Prod Svcs
512199	Other Motion Picture & Video Industries
541430	Graphic Design Svcs
541490	Other Spec Design Svcs
541511	Custom Computer Programming Svcs
541611	Admin, Mgmt & General Mktg Csltg
541613	Mktg Csltg Svcs
541618	Other Mgmt Csltg Svcs
541810	Advtg Agencies
541820	Public Relations Agencies
541830	Media Buying Agencies
541840	Media Representatives
541850	Outdoor Advertising
541890	Other Svcs Related to Advertising
541910	Mktg Research & Opinion Polling

References / Clients Served

Milwaukee County Behavioral Health Division (BHD)

Employee Recruitment

The Milwaukee County Behavioral Health Division (BHD) was not receiving a sufficient number of qualified applicants, nor were they attracting diverse applicants. Kane conducted research to understand what made BHD nurses unique. We then developed a strategic integrated communications plan to attract nurses to apply.

Results:

- All open positions were filled within the three month campaign period
- 13 million+ impressions, with \$32k in added-value due to Kane's negotiations
- Leads coming in through the website specifically referenced campaign efforts



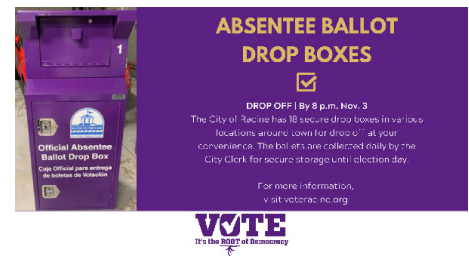
City of Racine, Wisconsin

Get out the Vote

For the 2020 presidential election, Kane helped the City of Racine expand their voter education and outreach efforts, ensuring that eligible voters could participate in a safe and timely way and resulting in record voter participation rates. With the COVID-19 pandemic surging, Kane developed a multi-channel campaign to communicate the options available to City of Racine residents, including typically underserved populations, to cast their votes in a safe, inclusive and secure voting process.

Results

- The purchased media campaign secured more than 1.8 million impressions
- 12,500+ visitors to the dedicated microsite with an 18% return rate
- Combined social and digital messaging had nearly 3,000,000 impressions online



Milwaukee County DHHS, Wisconsin

Energy Assistance Program

Kane helped to ensure more eligible households in Milwaukee County were aware of the Energy Assistance Program through an integrated communications campaign that utilized community events, elected official relations, digital and traditional advertising and more.

Results

- The program provided 56,000 households with Energy Assistance compared to 49,864 households in the previous year.
- One in every six households were new applicants to the program.



City of Kenosha, Wisconsin

Crisis communications

Kane managed the crisis communications response after the shooting of Jacob Blake in Kenosha, Wisconsin. Our aim was to demonstrate the City of Kenosha's leadership and share a message of safety, unity and rebuilding during this time of crisis.

Results

- Created a newsroom on the city website with up to date, accurate information
- Created social media channels with real-time and shareable information, including stories of hope
- Managed hundreds of media requests from around the globe,

