



# mWorks

A division of Brown & Cohen  
Communications & Public Affairs Inc.

Dedicated to supporting organizations making a difference to the well-being of women and, ultimately, society as a whole



**INCREASE  
PROFILE**



**PROTECT  
REPUTATION**



**BUILD  
PROFIT**



**MAKE AN  
IMPACT**

# FEMWORKS PRACTICE CLIENTS HAVE ACCESS TO ALL BROWN & COHEN SERVICES



**PUBLIC  
RELATIONS**

You have a story to tell, an audience to influence, a reputation to manage and a brand to build.



**DIGITAL &  
SOCIAL MEDIA**

The most targeted and effective way to stay connected with your desired audience is no more than a click away.



**CREATIVE  
SERVICES**

Communication beyond words! Emotional. Exciting. Crystal clear.



**GOVERNMENT  
RELATIONS**

The ability to influence government decision making lies in understanding policy creation, having long-standing relationships at all levels of government and making a compelling case.

# MISSION & VISION

## MISSION

- To provide strong, clear, effective and creative PR services to organizations championing women and girls in the business, science, government, education and not-for-profit sectors.

## VISION

- Impactful communication of the social changes important to the well-being of women and girls, and ultimately, everyone – one campaign at a time.

# FEMWORKS PRACTICE GROUP HISTORY

For over 25 years, Brown & Cohen has supported women in the fields of business, education, government, science and the not-for-profit sectors.

Our work has impacted:

- Human trafficking of young women and girls
- Sexual harassment in the workplace
- Violence against women
- Women in business and finance
- Women in engineering and science
- Women's health
- Women in politics





## WHY NOW?

In 2019, Brown & Cohen launched FemWorks as a formal practice area in our firm.

The concept was the brain child of our vice president whose vision was to create a practice area dedicated to serving more of the clients she wanted to represent. It took no time for management and fellow colleagues to jump in with their leadership, ideas and support.

How could we say no?

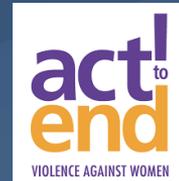
- Relevant and urgent
- Authentic to our firm's 25-year history
- Happy employees working on a meaningful cause
- Passion-driven work fueling creativity and excellence
- Nothing else like this exists!

# FEMWORKS PRACTICE GROUP CLIENTS

FemWorks practice clients represent organizations who are at least one of the following:

1. Women led
1. Support issues important to the advancement of women or women's health
2. Have demonstrated a vision for creating a more equitable workplace and society for women and girls

Sample past and current clients who fit this criteria:



# FEMWORKS PRACTICE GROUP LEADERSHIP

Supporting Brown & Cohen's FemWorks practice are **public relations professionals, social and digital media experts and stakeholder advocates** under the leadership of:

## **Wendy Kauffman VP, Reputation Management and FemWorks Practice Group Founder**

Wendy has led notable PR campaigns covering topics of violence against women, human trafficking of women and girls, women's health and women entrepreneurship. She is a strong believer in, and vocal supporter of, feminist pedagogy in teaching and learning and the proud mother of two fiercely strong girls.



## **Kimberly Cohen, CEO**

Kimberly has served clients in the finance, health care, education, consumer products and not-for-profit sectors for 25 years with the goal of driving profile and revenue. She has focused her volunteerism on organizations such as Big Sisters of Toronto and the Women's Division of Israel Bonds. She is proud to be within the 4% of female CEOs in Canada, and looks forward to a time when this number better reflects the population.



# FEMWORKS PRACTICE GROUP LEADERSHIP

## Howard Brown, President

A journalist by training, Howard founded Brown & Cohen as one of Canada's first PR firms that also conduct government relations campaigns. He is a long-time champion of gender equality in business and society at large. A tireless advocate for women seeking public office, he has been recognized nationally for helping launch the political careers of dozens of women leaders at all levels of government.



## Stephanie Gomes, Account Coordinator

Stephanie supports the PR and government relations practices at Brown & Cohen. Stephanie is passionate about women's political global involvement. She was the outreach coordinator for Women in International Security Canada and remains a current member of the group. She was also a junior research fellow for the NATO Association of Canada during which time she researched barriers faced by women in international combat. Her undergraduate thesis was on women's involvement in UN peacekeeping missions.



# FEMWORKS PRACTICE GROUP LEADERSHIP

## **Marie-Annick Boivert, French media relations lead**

Marie-Annick is a media relations and social media expert with a passion for supporting women-led businesses and entrepreneurs. Notable campaigns include Concessionnaire Mercedes Benz Laval and the Madame l'Ovary start up. Marie-Annick services the French-speaking Canadian market out of Quebec.



## **Bharath Arvind, Account Director**

Having lived on three continents, Bharath is passionate about socio-cultural issues and the injustices that minorities face around the globe. He is a PR and digital marketing expert who has worked with both Fortune 500 companies and successful startups. Bharath is one of the contributors to the *2019 Trends Report – Marketing in a Woke World* published by CP Digital.



# THE FEMWORKS DIFFERENCE

- **SHARED PASSION**

Work with people who share your passion and personally feel the need for the results you want to achieve.

- **NETWORK BUILDING**

Build your network with value-added introductions to Brown & Cohen's large list of contacts of like-minded entrepreneurs, advocates and industry experts who understand the value of collaboration and cross-disciplinary support.

- **UNIQUE CAMPAIGN TESTING SYSTEM**

Test your messages and ideas on the **FemWorks** Collective. Most organizations need to get their message right on the first shot. Brown & Cohen's **FemWorks** Collective is a group of individuals of diverse backgrounds available for feedback and commentary on the issues important to **FemWorks** practice clients. Save money and time on focus groups and market research with access to the opinions, ideas and responses of people who represent your target market and share your vision of social change.

# THE FEMWORKS COLLECTIVE

The **FemWorks Collective** is an advisory group who have agreed to be accessible to Brown & Cohen to test our clients' campaign language, imagery and more. They provide confidential quick feedback on whether messages and ideas resonate and come across as authentic and engaging. They also offer early confidence, or important warnings, to organizations that must be efficient with their resources.

The **FemWorks Collective** is comprised of:

- Entrepreneurs, professionals and leaders who have shattered glass ceilings as part of the female workforce
- Mothers who work inside and outside the home
- Representatives of Baby Boomers, X, Y and Z generations
- People of any gender that seek to establish equal opportunities for women and girls

# THE FEMWORKS COLLECTIVE Q&A

## How large is the FemWorks Collective?

At any given time, there are 8 -10 people, the optimal size for an in-person focus group. As required by our clients, the number of participants may increase to a maximum of 30 people for larger forum type marketing needs.

## How are people in the FemWorks Collective selected?

The FemWorks Collective is not a group of randomly selected individuals to test marketing ideas. It is a selected group of individuals with identified and disclosed worldviews who know their opinions are being solicited by organizations who want to reach people with similar opinions and interests.

## Are people in the FemWorks Collective paid?

No. They are part of a group of individuals that believe in the service Brown & Cohen offers and who have agreed to support these goals with feedback that benefits our clients. The Collective is aware of the pay equity gap and other forms of discrimination impacting the daily life and long-term career trajectories of women. They are mindful of not adding additional expenses to **FemWorks** practice clients who are helping create a more inclusive society.

## Does the FemWorks Collective include other genders?

Yes. While primarily women, the **FemWorks** Collective recognizes that we must all equally play a role in the positive transformation of women and girls.

## How can I become part of the FemWorks Collective?

Thanks for your interest! Please contact [wendy@brown-cohen.com](mailto:wendy@brown-cohen.com)

# APPENDIX

EVERYTHING YOU WANTED TO KNOW  
ABOUT BROWN & COHEN ....

WELL, ALMOST EVERYTHING



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# FOR 25 YEARS, BROWN & COHEN HAS BUILT PROFIT AND PROFILE FOR ITS CLIENTS

We are skilled communicators that:

- Build communications objectives that meet organizational and business goals
- Create compelling narratives and rich content
- French language capabilities
- Execute tactics through traditional and social media channels
- Measure service in relation to client goals

Our team is:

- Dynamic – creative, driven, effective, progressive
- Data-driven - evidence of success, or the need for improvement, is in the numbers
- Award winning - Canadian Public Relations Society Award of Excellence for Campaign of the Year
- Fun – why wouldn't you want to work with us! Have you met us?

# OUR INTERNATIONAL REACH



Brown & Cohen is the exclusive Canadian partner agency for PROI Worldwide. PROI is the longest-running partnership of public relations agencies, founded in 1970. PROI encompasses 75+ partner agencies with 5,000+ PR professionals across five continents, 50 countries and 100+ cities. PROI partners are usually the leading or largest independent PR firms in their markets.

# WE ARE PROUD OF THE STORIES WE'VE TOLD, ISSUES RAISED AND BRANDS PROMOTED. HERE ARE SOME OF OUR CLIENTS.



# OUR SERVICES

- Branding and positioning
- Message development
- Strategic planning
- Content development
- Media relations
- Social media
- Digital marketing (Google Adwords and display ads, text message campaigns and email marketing)
- Creative design and development (video, print, websites)
- Market research/focus groups
- Reputation management
- Media training
- Crisis communications
- Government relations



# THANK YOU

Contact: Wendy Kauffman, Vice President  
Brown & Cohen Communications & Public Affairs Inc.  
[www.brown-cohen.com](http://www.brown-cohen.com) | [@BrownCohen](https://twitter.com/BrownCohen) | [wendy@brown-cohen.com](mailto:wendy@brown-cohen.com)  
Contact: 416.484.1132 ext. 3 | 321 Brooke Ave. Toronto, ON, M5M 2L4