

The Daily Transcript

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BERKMAN stacks client roster with 5 new accounts



MarketInk

By Jada Thomas

San Diego public relations firm **BERKMAN** has landed five new clients for 2009. The latest client engagements include:

- A full-scale regional public and community relations campaign for Home Dialysis Therapies of San Diego, the largest provider of home dialysis therapies, treatment options and care for those living with advanced kidney disease in San Diego County;

- A national PR, branding and overall communications effort for **Optelec U.S. Inc.**, a distributor, designer and manufacturer of life-changing technologies for the visually impaired and blind, and its subsidiary sister companies **ShopLowVision.com** and **LowVision.com**;

- A major regional and national PR and integrated marketing program for American Internet Services, San Diego's largest data center operator/collocation company;

- A national public relations and Internet marketing

program for Satori World Medical, a payer-supported, employer-sponsored, consumer choice global health-care network;

- A comprehensive regional PR, branding and grassroots campaign and product launch for **NUMERO WATER**, a brand of premium natural spring water from Japan.

"When times are difficult, it is even more critical that businesses separate themselves from their competitors through public relations, new media and community outreach efforts," said Jack Berkman, president and CEO of **BERKMAN**. "We are highly motivated to use our incomparable expertise, both regionally and nationally, on behalf of our clients to obtain greater visibility for their companies, products and services." **Source Code: 20090121tia**

J. simms, a local advertising and PR firm, announced it has been slated by **Globaltel Media Inc.** to launch its newest mobile cellular technology application. As part of the international product launch, **j. simms** agency is handling all aspects of the marketing campaign includ-

ing branding, Web site design, public relations, online advertising and social networking.

Based in San Diego, **Globaltel Media** has four patents pending in the United States, European Union and Asia. It is a technology-enabling firm whose solutions maximize the reach of its customers to all mobile wireless cellular users worldwide via a two-way, reliable communications platform. Offering wireless carrier and Mobile Marketing Association-approved texting applications for consumers and businesses since April 2007, **Globaltel** offers a portfolio of innovative wireless communication solutions that build brands, increase customer retention, reliably reach the global market and maximize Web site investments by keeping "eyeballs" on its clients' sites. Its newest product, dubbed **Cherple**, is a two-way SMS application that connects any online PC in the world to any US-based mobile phone.

Founded in 1995 in the Scripps Ranch area of San Diego, **j. simms** agency serves a host of clients in the building and land development industries, nonprofit and government sectors. **Source**

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The San Diego Advertising Club will present a morning seminar on "A Designed Life" with creative director Joe Duffy, chairman of Duffy & Partners, a Minneapolis-based branding and design firm, from 8:30-11 a.m., today at the Courtyard by Marriott Hotel in Mission Valley.

Duffy has developed brand and corporate identity for some of the world's most admired products brands, including BMW, Coca-Cola, Sony, McDonald's and Starbucks. Topics at the seminar will include how to maintain a creative environment that fosters your best work, how to include clients in the creative process without compromising the integrity of your creativity, how to create a meaningful brand language that will help distinguish your creativity in the crowded marketplace and the affect of design on the market.

The seminar is open to the public. Cost to attend is \$35 for Ad Club members and \$45 for non-members with reservations. Visit sandiegoadclub.com for details. **Source Code: 20090121tic**

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