



CEO Corner

April 7, 2021

Greetings,

A great deal has happened since I merged the strategic communication practice of O'Neill and Associates with Washington, DC-based Seven Letter last summer. My goal with the partnership was to grow our network nationally, introduce new services for digital marketing and advertising and deliver even greater results for clients. I am pleased to share that we have successfully expanded our existing capabilities to offer clients access to an even broader range of talent and creative solutions. Here's an update.

Seven Letter is an agency with national reach that specializes in crisis and corporate communications, creative content development, brand and reputation management, issue and influencer campaigns, digital strategy and marketing, and advertising. Most importantly to many of our clients, Seven Letter is one of Washington, D.C.'s market leaders in public affairs with deep expertise helping companies protect their brand, reputation and market position through regulatory and legislative change.

In 2019, Seven Letter launched Seven Letter Labs to expand and enhance its strategic digital advertising services. Our digital strategists at Seven Letter Labs are led by John Corrigan, a pioneer in the digital advertising space who helped build and grow some of the nation's most iconic advertising platforms – including Advertising.com, AOL and Verizon. Seven Letter Labs provides clients with creative problem-solving and constant innovation to ensure their stories, issues and perspectives break through the crowded digital landscape. We use state-of-the-art tools and technologies to create successful digital campaigns that build communities, engage and educate influencers and activate audiences. And we provide the actionable insights and measurable results needed to refine and maximize every effort.

Then in November 2020, we introduced Seven Letter Insight, a public opinion and messaging research offering. Seven Letter Insight's data-driven capabilities are designed to empower clients to chart their futures, tell more meaningful stories,

connect to their audiences, and identify the critical actions and messages necessary to achieve their goals.

Led by veteran researcher and data analyst Matt George, Seven Letter Insight provides qualitative and quantitative research tools to clients designed to uncover honest insights and help bolster public affairs communications, crisis management, reputation building, creative concepts, and message development efforts. Seven Letter Insight delivers audience segmentation targeting, granular messaging insights and in-depth data analysis to formulate compelling narratives and devise winning campaigns. Matt George has identified compelling narratives and insights for Fortune 500 companies, entertainment creators, nonprofits, tech companies and trade associations. He is a former partner at Luntz Global Partners. Read the results of our first Voter Priorities Survey on the Seven Letter [website](#).

Seven Letter is also a multi-year "PR News Top Places to Work" award winner, with senior leaders of the firm also receiving awards for industry excellence from PR Week and other outlets. My fellow founding partners Erik Smith and David Di Martino are veteran communication and political professionals and Massachusetts natives. Together, we oversee a talented team who bring experience from all levels of the corporate, nonprofit, journalism and government sectors, including senior roles in congressional leadership, the White House, executive branch and political campaigns.

I invite you to learn more about our expanded public relations team and capabilities by visiting www.sevenletter.com. As always, reach out to me with any questions or to discuss how we can support you. We look forward to helping you achieve your goals.

Sincerely,

Thomas P. O'Neill III
Founding Partner, Seven Letter ONA
CEO, O'Neill and Associates



Updates from Seven Letter

O'Neill and Associates Seven Letter | (617) 646-1000 | www.oneillandassoc.com

Communications | Government Relations | Federal Affairs

Boston, MA | Washington, DC | Hartford, CT