



The Voice of Your Customer

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The Voice of Your Customer Receives 2007 PRSA Blacksmith Award

Cincinnati, OH – The Voice of Your Customer receives the 2007 PRSA Blacksmith Award – Best Community Relations Campaign for demonstrated successes in managing the Hamilton County HIP Property Improvement Loan Media Campaign. “2007 has been a tremendous year for The Voice of Your Customer. Being named a PRSA Blacksmith Award Winner is an amazing honor.” says Crystal Kendrick, President.

The 2007 Blacksmith Awards Evening was a success as more than 120 public relations professionals from the Cincinnati area gathered at the Contemporary Arts Center on January 24th for an evening to celebrate the best of the region’s public relations efforts in 2007.

Carolyn Pione served as master of ceremonies and provided a tongue-in-cheek Top 10 list detailing how to gain coverage in the Cincinnati Enquirer. The number one tip? “Don’t tell us your job depends on placing the story.”

The PRSA Blacksmith Award – Best Community Relations Campaign recognizes organizations for achieving measurable results through the intelligent use of research, planning and program execution. To complete the Hamilton County HIP Property Loan Program Media Campaign, The Voice of Your Customer designed a twelve week media campaign to increase program utilization using paid advertising, traditional public relations strategies and social marketing activities to increase program activity. Due to a surge in program activity, a contract extension was granted. Upon completion, The Voice of Your Customer was also recognized for economic inclusion and partnering with other MBEs to meet program objectives.

The Voice of Your Customer is a marketing consulting firm that assists a variety of organizations to manage the experiences and behaviors of targeted audiences through the intelligent use of survey research, assessments, mystery observations, customized trainings and social marketing campaigns. The Voice of Your Customer client list includes the Ohio Department of Health, the Ohio Commission of African American Males, Tri-Health and the United Way of Greater Cincinnati.

Earlier this year, The Voice of Your Customer was named the 2007 SCOMBC Emerging MBE of the Year for outstanding achievements in performance, innovation and community involvement. In addition, The Voice of Your Customer was also named a 2008 WBEC-SE WBE of the Year contributions to the women owned businesses and Deals Done with WBENC Corporations.

The Voice of Your Customer operates as a sole proprietorship and is certified as a small, minority, disadvantaged and woman owned business located in Cincinnati, OH. For more information, visit www.thevoiceofyourcustomer.com.



Do you offer EXCEPTIONAL customer experiences...or simply good products and services?