

Davies

Multi-specialist with healthcare, crisis expertise

Los Angeles

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Last year's Boutique Agency of the Year, Davies is beginning to out-grow that designation, turning in another year of double-digit growth in 2004 that was supplemented by its first strategic acquisition, buying L.A. creative shop The Blaze Company to expand its consumer capabilities. Blaze continues to operate



under its own brand and with a measure of independence—an approach Davies hopes will prove attractive to other entrepreneurs as it eyes additional deals in 2005—but pitch together as needed.

Davies practices strategic communications, which includes PR, public affairs, marketing, and community relations, to position companies within their industries, with the public's other key constituents. The firm's public affairs practice employs a distinctive strategy and message development process, the Entitlement Accelerator, which builds public support and approval for even the most controversial projects. In healthcare, the firm seeks to develop

branding strategies and communication plans that communicate its clients' "hearts and souls" to patients, physicians, nurses, and the public—an approach it calls "Branding Without Arrogance."

With 32 employees in two locations (L.A. and Santa Barbara), Davies ranks among the largest independent firms in southern California, with significant growth in the healthcare, real estate and energy sectors and in public affairs, where the big win of the year was Harrah's Entertainment, which selected Davies to provide issues management support as it expands its operations in the state. Other new business successes include Exempla Healthcare, Midway Hospital Medical Center, Hollywood Presbyterian Medical Center/CHA Medical Group, Centinela Freeman Regional Medical Center, and AHMC in the healthcare space, and Centex Homes, Dunmore Homes, and KB Homes in the real estate sector.

The firm has also expanded its professional development programming, D!U, introducing a comprehensive learning plan for each employee, encompassing trade skills, industry knowledge, business knowledge, management, leadership, and administrative skills. Davies also strengthened its management team, adding Phil Stone as controller and Shannon Feld as human resources manager.