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**Hanna Lee Communications, Inc.
John Barleycorn Awards Application for
Hanna Lee Communications, Inc.**

“Pioneering Multimedia Storytelling in PR”

To celebrate the agency’s 15th anniversary, Hanna Lee Communications, Inc. is embarking on HLC Innovation 15, a series of initiatives to take storytelling to the next level in the public relations field.

First and foremost, is the agency’s HLC Digital Studio Division. The division is reimagining storytelling through videography. In the past, stories were told via press releases and photos. While a picture is indeed worth a thousand words, photography is limited, for example, in terms of capturing the drink-making process or the changing atmosphere of a bar in a distant city.

To support a new kind of digital storytelling, our agency hired a full-time videographer to document content on a daily basis. These videos bring important messages to life in unprecedented ways. They include the step-by-step processes for building cocktails or advanced techniques like clarifying fruit juices to be used in syrups. But the most powerful application was capturing Raised by Wolves in San Diego. It consists of a spirits retail shop that has a revolving wall that transports guests to a hidden bar within. No amount of words or photos could adequately communicate this.

While press releases and photos will always be part of public relations outreach, we believe that adding a video component is a game-changer that will help journalists do their jobs more effectively and help brands better represent what they have to offer. We have included sample videos that we have produced that we think take storytelling to a whole new level in public relations.

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