

March Communications launches Consumer Innovation Group

Jodi Petrie joins as EVP to lead group focused on delivering consumer-centric strategy to innovation brands

Boston, Mass. – February 21, 2017 – [March Communications](#), a leading technology PR agency, announced the launch of its Consumer Innovation Group, a new “shop in a shop” focused on connecting consumer innovation brands with their most valuable audiences. The Group is dedicated to building data-driven, consumer-centric and actionable integrated PR campaigns for brands across personal technology, leisure, media & entertainment, retail & eCommerce and health & wellness.

March has built its reputation in B2B technology PR over the last 12 years, driven by a team of technology experts, former journalists, and data geeks. Now, March will be pairing its deep technology expertise with a methodology that puts the consumer audience front and center, enabling campaigns that influence buyer decision-making and drive action. March’s Consumer Innovation Group combines the best of consumer marketing with the best of technology PR, creating a unique offer in the marketplace.

“We have always been deeply entrenched in technology, with a rich history working with B2B companies ranging from innovative startups to established global enterprises,” said Martin Jones, CEO at March Communications. “The Consumer Innovation Group will act as a shop within a shop, allowing us to pair our technical acumen with an insights and audience-driven approach to PR campaigns for consumer brands.”

March has appointed Jodi Petrie as executive vice president to lead the new consumer innovation offering. Jodi joins March from Cone Communications, where she developed and led the Planning and Insights Group and, prior to that, Racepoint Global, where she led the Digital Consumer Practice. With nearly 20 years of experience, Jodi is a lifestyle and digital consumer expert adept at creating, implementing and optimizing programs that leverage market and consumer data, analytics and insights to help companies see clear business results.

“Over the last year, March has made significant investments in its research and content capabilities. With the launch of the Consumer Innovation Group, we’re adding planning, insights and consumer-centric strategy to our offering, significantly enhancing our ability to deliver integrated communications campaigns centered on a deep understanding of our clients’ audiences,” said Jodi Petrie, Executive Vice President at March Communications. “It represents a big push to grow the consumer innovation side of our business. We’re thrilled to see the doors that it will open for both March as an agency and for innovation brands navigating the conversation with their consumers.”

For more on March’s growth, insights and approach, visit www.marchcomms.com.

About March Communications

March Communications is an award-winning tech PR and digital marketing agency. Headquartered in Boston, with offices in Chicago, March uses research, strategy and analytics to connect innovation and people, helping emerging startups and established global brands to capture market share and increase awareness in targeted markets. With services that range from influencer relations and content creation

to social media and video production, March's proactive and creative campaigns are tailored to clients' individual communications needs.

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