

EDITORS' CHOICE 2010

Who to watch

Agencies



larry ford

WEISSCOMM GROUP

WeissComm, once a traditional healthcare PR shop, used 2009 to expand its offerings further into social media

From individuals to agencies, corporations to media organizations, *PRWeek's* staff looks into the future to predict the entities that will make headlines in 2010

and creative services through a number of acquisitions and hires. It says it expects revenues for 2009 to increase 40% year-over-year.

The acquisitions set a tone for the San Francisco-based agency, especially during a year where many firms were cutting budgets and staff. Going into 2010, it is well positioned for more growth.

With its integrated offer-

ings, the firm is more than poised to take the lead as a counselor and strategist on issues relating to the FDA's policy on online communications, healthcare reform, new technology, and the growing consumer health sector.

If the FDA develops guidance for social media and online communications, the firm, which has been a key partner in developing social media strategies for some

of the largest pharma companies, can guide its clients through changes as a true adviser.

WeissComm's acquisitions will also help it develop client relationships outside the traditional pharma and biotech sphere. Yet, many firms are remaining cautious about 2010. If budgets don't increase and revenues stay flat, the agency could face challenges in maintaining its success.

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