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**The Most Powerful Name in Corporate News**

**Full Service Public Relations and Marketing**



**Christine Faulhaber**  
 President & CEO

**CEOCFO:** *Ms. Faulhaber, your site indicates you are that you create and communicate powerful brand stories. How is Faulhaber Communications doing that?*

**Ms. Faulhaber:** We are a full service public relations and marketing firm. We serve as the brand’s platform. The client is the artist, the designer, the visionary and we are the business selling their story. Whether it is a fashion label or a real estate developer, we are taking their art, their idea, their baby, packaging it up and getting it out to the desired audience in a new and bespoke way. We have to consider not only who needs to know about a client’s brand, but in what medium we can tell the story. We do not take a cookie cutter approach where we start everything with a press release and then do an event. Each time we do a new project we try to get to the heart of what the brand is about, who needs to know about it and then what we want to say about it. We then tailor the story for different channels of communication.

**CEOCFO:** *When you are doing an assessment of a brand or a product, what might you look at that others may not realize needs to be considered?*

**Ms. Faulhaber:** We love to look at a company’s branding and how they appear on all of their different platforms; whether that is a sign in the window, a branded brochure, or how you feel when you walk in their offices, we aim to replicate that experience in a way that resonates. We always look at a brand first. We ask ourselves, if we were the average consumer experiencing this brand, what would we be thinking? Many of our clients hire us because they cannot do that themselves.

**CEOCFO:** *How are you able to focus on the viewpoint of the consumer?*

**Ms. Faulhaber:** We have a way of stepping out of the process and approaching it in a very grass roots style. We visit the store, we build the site, we buy the product and experience it for ourselves. We ask what are the opportunities here, what are the barriers and most importantly, if we were on the receiving end of the communications, what would we think or feel. When we are producing an event, creating an invite list or developing a byline article, we remind ourselves about why we are even here, why this business, service, or product exists. This outlook can quickly have you re-evaluating your strategy; and to scrutinize your approach from every angle is key to success. I started this business with a laptop in my kitchen and I always go back to that; authenticity is important to the consumer and to everyone in general. The story of my business is impactful to other entrepreneurs, and it reminds me that whatever story we tell it has to make sense to our audience.

**CEOCFO:** *When you are creating a campaign, how do you put together technology, trends, and gut feeling?*

**Ms. Faulhaber:** We like to approach every new project with a fresh team. We might mix unsuspecting people together. We may pull in our experts from the beauty sector to talk about something in the healthcare arena or our real estate people to discuss a new fashion brand. We try to cross-pollinate to get all of the ideas going. We have some really cool brainstorming and cross storming techniques that we use at Faulhaber. Ideas will be generated and things will be vetoed. There are a range of ages and ideas that are in our company. At the end of the day we will filter down the right mix of a plan. Then it goes back to if an idea worked for a previous client, so we may do it again. One technique we have used is taking a successful campaign example from a niche sector and tweaking it and applying it to a real estate client; that is one of the ways in which we have been very successful. In addition, we filter everything through the client. There are some clients that are just happy to have us make the decisions, and there are other clients that are very involved and might manage their own social media channels. We are very collaborative, both within our own team and with our clients.

**CEOCFO:** *Are companies coming to you because they are aware of the difference in your approach or most often unaware and then surprised at how you come up with campaigns?*

**Ms. Faulhaber:** Some are surprised yes, but we do have a solid reputation and I have not had to look for business in our 15 years. It has come to us by referral. However, we are only as good as our last campaign, so we try to keep it alive and

have our clients love us and most importantly, keep hiring us. I recently spoke with a CEO who told us that they had met with five agencies and they knew within the first ten minutes that we were the one that they would use. That was a real ego boost for us. They knew that we had done our research; they loved our ideas and the team felt right. It was as though we were inside of their minds. That happens often, partly because we really get into what the brand is about. If you do not have product knowledge you cannot sell it.

**CEO CFO: You have offices in Toronto and New York. Are there differences in dealing with the US and Canada?**

**Ms. Faulhaber:** People are people, but the US market is ten times the size. However, most of our business is here in Canada. In the US, brands tend to be a bit more demanding because there are more media and agencies to go out and grab. It is also a faster experience. Toronto is a mini New York. We can get away with working 9 to 5 or 9 to 8 in Toronto, while in New York, they are working 24/7 and it is expected, but it can be more lucrative in the US.

**CEO CFO: What has surprised you as Faulhaber Communications have grown and evolved?**

**Ms. Faulhaber:** I did not have a business plan, as I did not start out with what I have today in mind. Therefore, I am surprised at where I am today, but not surprised at what I have accomplished. I am also surprised at how I have been able to grow myself, which perhaps has to do with my being a mother of a four and six year old, which had a huge impact. It helped me to see my staff in a different way, each with their own wants and desires for both their personal and professional growth. I had to grow from being a doer to being a leader.

**"We find opportunities that never existed before and our clients get a sense that we are a part of their team." - Christine Faulhaber**

**CEO CFO: Put it all together for our readers. Why choose Faulhaber Communications?**

**Ms. Faulhaber:** When the Faulhaber team walks in everyone knows it. We are smart, we look smart, we work smart and we act smart. We look into things and we are in front of it all. Moreover, we make it happen. We find opportunities that never existed before and our clients get a sense that we are a part of their team.

**CEO CFO: Final thoughts?**

**Ms. Faulhaber:** We do marketing, public relations and we work across all of the lifestyle channels. One of the things that I like to say is that fashion is what people want to know about right now, but it is not a pair of jeans or a lipstick color. We apply it across all sectors. In addition, we have been able to apply that aspect of it, what's hot, to all of our clients, whether it is a new Bacardi brand, the latest pharmaceutical product, or a new condo launch. We are able to go in and pick out what people want to know about now.

Interview conducted by: Lynn Fosse, Senior Editor, CEO CFO Magazine

**For more information visit: [faulhabercommunications.com](http://faulhabercommunications.com)**

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