

Testimonial for Lisa Orman & KidStuff Public Relations

Lisa Orman's KidStuffPR is truly a remarkable PR and social media agency! As a former reporter, Lisa really understands how the news cycle works, is a fast, convincing writer, and is respected by the journalists who cover the toy and games industry in which her firm specializes. Lisa is an excellent communicator and does a great job "selling" her clients and their products at press events. Lisa does not hesitate to rearrange her schedule to fit in last minute events when requested by clients. (She is also great at giving feedback on how to approach an event, how to shorten the script, what topics to cover to maximize the time; what to save for the Q&A period, etc.)

Lisa's knowledge of toy and game awards, their deadlines, and individual requirements has been invaluable. We are very happy to have signed up for that component of her offering! Outsourcing awards identification and submissions to her has freed up countless hours for us, and garnered us dozens of prestigious, independently judged awards (i.e., not "pay-to-play"). Lisa also encouraged us to apply for the STEM.org authentication, which we thought was a long shot, but she felt we were competitive in. (We ended up receiving STEM authentication for all four of our current games, and thus learned to trust Lisa's instincts and experience.)

For paid opportunities such as satellite media tours and appearances on tv and radio networks, she works hard to negotiate lower prices for clients, and since she represents a number of clients within the same industry, she is quite successful in procuring discounts. Because many trust her to recommend appropriate clients with interesting products, they often contact her with reduced-priced opportunities when a last-minute spot becomes available.

Lisa has been working with bloggers and influencers since they became a social media force 15 years ago. As a result of the long-standing mutual respect she enjoys with them, she is able to get them to write reviews in exchange for receiving free copies of her clients' products, saving clients thousands of dollars in influencer fees – very helpful for a startup!

Lisa is extremely well organized and anticipates upcoming deadlines for award submissions and advertising opportunities to make sure we meet them.

Her excellent staff is very organized too. Matt is always detail-oriented and pleasant, and takes the initiative to make suggestions when he sees a way to do something better. He "owns" his tasks with us, always making sure to report back with any issues, and never misses a deadline. His skills in video and image editing are very helpful, and we appreciate his work on our social media channels. Our number of followers and level of engagement have grown greatly with KidStuff's help on this!

We also appreciate Marsha, who has worked for KidStuffPR for over two decades. Her writing for us is consistent, thorough, on point, and well-researched, and she always pays attention to detail. We find her writing to be compelling and interesting, and the tone is spot-on. Marsha's writing is no doubt one of the reasons we love working with KidStuffPR!

Lisa is very passionate and responsive about helping her clients and works hard to help them do whatever they need to have done. She is not afraid to try/learn new things, nor does she complain about things being outside the scope of her contract. She is always willing to pitch in and help a client, even after hours or on the weekend. We consider Lisa to be a reliable, trustworthy, part of our team.

As a real team member would, she is always on the lookout for new ideas that are relevant to us and thinking of new and better ways to help us succeed.

Lisa has demonstrated that she is comfortable working with start-ups and understands their budget concerns and limitations. She is extremely professional and reliable, but also easy and fun to work with.

Her leadership position as an ASTRA board member serves her clients well, giving her a birds' eye view of all aspects of the specialty toy and game industry (manufacturing, specialty retail, online, merchandising, discount offers, sales reps, distribution, etc.)

In thanking Lisa for being Adventerra's personal superwoman recently, I asked if she had some tights and a leotard w/ a superhuman logo hiding in her closet, and she laughed and thanked me for the compliment, and then casually mentioned that actually she was named Superwoman of the Year twice by the Women in Toys organization, which created that award 15 years ago – no surprise given her superhuman qualities!

Although some PR firms may have more PR specialists working for them, they are unlikely to have someone as committed to clients and with as much expertise in the toys and games industry as Lisa. The ability for us to pick up the phone and contact her directly at any time, night or day, is particularly helpful.

Please do not hesitate to contact me if you have any questions or would like additional information about Lisa's qualifications.

Sincerely,

Sue Mundell
CEO
Adventerra Games North America LLC
sue.mundell@adventerragames.com

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