

For Immediate Release



From Entertainment to Engagement

## **Entertainment Companies Seeking to Engage Audiences for Lasting Social Change Will Get a Boost with Launch of *Tirota***

***Consultancy Unites Showbiz Expertise of RTP's Ric Robertson and Jonathan Taylor With Elite Advocacy and Activation Agency Tiller, LLC in a Timely Offering***

New York, Los Angeles, January 24, 2019 - Entertainment companies offering content that seeks to inspire social change will get help generating lasting impact and boosting box office thanks to [Tirota](#), a unique marketing communications partnership launching today.

This enterprise brings together Tiller, LLC, a New York-area consultancy that helps leading companies leverage the social value inherent in their products and services, with **Robertson Taylor Partners (RTP)**, a Los Angeles-based boutique communications agency that helps entertainment companies maximize their communications and financial performance. The partnership is aimed at enhancing both the societal impact and bottom-line success of issue-focused motion picture, TV, streaming and music content.

**Tirota** is built on the firms' shared commitment to social change and the belief that coordinated, strategic communications campaigns can help purposeful content realize its considerable commercial as well as social potential.

### **Services from Strategy to Implementation**

To that end, **Tirota** offers its select clients full-service PR and communications capabilities, from strategy to implementation, to build audiences for worthy projects while generating sustained corrective action. **Tirota's** capabilities include traditional PR, website and digital asset development, issues research and polling, social media campaigns, and identifying and developing strategic partnerships. The range of services offers clients' projects a longer shelf life, robust coverage in issue-oriented media, less reliance on expensive paid media, more social media buzz, greater awards season momentum and, not the least, sustained social impact.

This unique offering comes to market at a time of substantial growth in purpose-driven entertainment and corresponding media coverage across multiple platforms. In recent years, the spectrum of topics explored by such content has encompassed racial and ethnic equality, gender identity, law enforcement and criminal justice, environmental degradation and climate change, physical and mental disability, refugees and immigration, returning veterans, regional conflict, the global financial system, and much more.

Audiences are clearly hungry for meaningful, impactful films, shows and more, as demonstrated by the results of a recent [national survey of audience receptivity to purposeful content](#).

### **Awareness Converted into Action, Sales**

“Audiences are responding enthusiastically to content that educates and inspires them, but also are looking for opportunities to engage actively,” Rob Densen, Tiller, LLC founder, said. “As great as they are at storytelling, many content providers – documentarians and commercial filmmakers alike – realize that truly successful advocacy and activation demands an additional, complementary skill set. **Tirota** is uniquely equipped to generate deep public awareness of the issues underlying their offerings, heightening their relevance and appeal and, in turn, converting that interest into views, sales and meaningful action.”

“RTP has a proven ability to maximize PR and strategic business opportunities for the greater Hollywood community,” RTP co-founder Ric Robertson said. “Combined with Tiller’s track record of helping corporations and non-profits work together on issues of consequence to build awareness and brand, **Tirota** offers skills in short supply in the marketplace. We see **Tirota** as truly additive – a timely and valuable enhancement of our core capabilities.”

**Tirota** works independently or as a supplement to in-house or outside agencies. Its principals provide services across the lifecycle of a creative offering, from development, pre-production and production, to post-production, festival support, distribution, award promotion and beyond, lengthening the social and commercial impact of purposeful content in the process. Tiller, LLC and Robertson Taylor Partners will continue with their current offerings in addition to their work as **Tirota**.

#### **About Tirota:**

Combining the expertise and insights of two leading communications companies - Tiller, LLC and Robertson Taylor Partners - **Tirota** helps entertainment companies and creative content providers achieve both social and business objectives, efficiently and cost effectively. The company is based in Tiller’s New York-area offices and RTP’s Los Angeles base. Please visit [Tirota.com](#). For more information or to request Tirota’s *Purpose and Profits: Six Questions for Socially Conscious Film Makers*, go to <http://www.tirota.com/approach>.

#### **About Tiller, LLC:**

Founded in 2003, Tiller, LLC is a nationally recognized leader in designing and executing advocacy marketing and strategic philanthropy programs that build brand and business while advancing the public interest. Tiller has worked with Fortune 500 corporations as well as leading foundations and nonprofit organizations on compelling, cause-driven communications programs focused on issues such as financial empowerment of women and minorities, lung cancer, childhood grief, foster care, home ownership, sustainable investing, news literacy and more. The Tiller approach has captured numerous industry honors for excellence in public relations, writing and research; a Tiller-designed program to introduce young minority women to investing was cited by the Clinton Global Initiative as “one of 13 programs changing the lives of girls and women around the globe.” Please visit [Tillerllc.com](#) for more information.

#### **About Robertson Taylor Partners:**

Ric Robertson and Jonathan Taylor combined their more than 30 years apiece experience in the entertainment business in 2016 to form the unique communications and consulting company Robertson Taylor Partners. With Ric’s three-decades tenure as a senior executive at the Academy of Motion Picture Arts and Sciences, he has proven effectiveness in management, leadership and strategic vision. Jonathan brings two decades as senior editor at leading entertainment publications and

another 10-plus years in PR, corporate communications and more. They use this complementary tool kit to help multiple clients win Oscars® and other awards, launch new film and TV companies, shine positive light on associations and trade groups, and provide fresh and constructive guidance to every project. The firm worked on several of this year's Academy Award®-nominated films, including "Green Book." Please visit [RobertsonTaylorPartners.com](http://RobertsonTaylorPartners.com) for more information.

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