



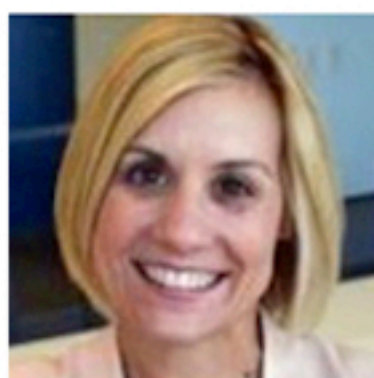
2020 AGENCY OF THE YEAR



News of Firms: Lippe Taylor Relaunches ShopPR as twelvenote

Thu., Jul. 8, 2021

By Steve Barnes



Tracy Naden

Lippe Taylor is relaunching ShopPR, its boutique lifestyle public relations agency, as **twelvenote**. Based in lower Manhattan, twelvenote will remain part of Lippe Taylor Group, which also counts Lippe Taylor and Cheer Partners as part of its agency portfolio. The relaunch, which in addition to the new name includes a new logo and leadership team, is rooted in the concept that there are twelve notes in a scale, and it's what one does with them that creates music. Twelvenote's services include digital strategy and social media, branding, corporate communications, experiential events, earned media, celebrity and influencer marketing, and strategic partnerships. Former Lippe

Taylor chief engagement officer Tracy Naden, will serve as twelvenote's president. Joe Becker, former global vice president of communications at DBV Technologies and partner at Ketchum, will be chief integration officer. "The relaunch of ShopPR as twelvenote really reflects how much this team has grown and deepened their expertise," said LTG President and CEO, Paul Dyer

Rubenstein Public Relations merges its entertainment division with **Big Machine Agency**. Brad Taylor, who co-founded Big Machine with his wife, Leslie Kellner Taylor, in 2002, will join RPR as senior vice president of entertainment. With offices in New York City and London, Big Machine has worked with such clients as Stephen Baldwin, Janice Dickinson, Michael Lohan, Trey Songz and Salt-N-Pepa. Taylor will work to expand RPR's entertainment division, utilizing his media and talent relationships on behalf of RPR clients.



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