



J.H. Cohn LLP will begin planning in November for fiscal 2010. The Mix will include network radio, Internet, out-of-home, national newspapers, national consumer and trade magazines, national magazines with regional editions and regional magazines. Opportunistic funds are available, Mark DiMassimo, CEO and Creative Director of AOR DiMassimo Goldstein tells Ad-Fax Media.

J.H. Cohn has "grown quietly to be the leading regional accounting and consulting firm," DiMassimo says. The Company has launched a new multi-million dollar ad campaign, "The Experience to Face the Unprecedented," featuring Joe Torre, manager of the Los Angeles' Dodgers baseball team, DiMassimo adds. "We've been working with (J.H. Cohn) for about a year," he notes. "We've done some work with them before, for the most part utilizing existing artwork in order to express new messages. This is the first totally new campaign that we've launched for them," he explains.

The message is that "J.H. Cohn has the experience that you need in order to face the unprecedented...I would describe this as a response to the pain and need of the target audience. The economy certainly looms rather large for most business leaders right now," DiMassimo says.

"Joe Torre has long been J.H. Cohn's spokesperson. There was an awareness that J.H. Cohn was using Joe Torre, but he was viewed more as a famous sports' figure, a celebrity endorser," DiMassimo says. With the new campaign, "we wanted the relevance of Joe Torre to come across. Joe Torre is, in fact, an incredibly experienced and effective manager who manages both the 'technical' element and the 'people' element wonderfully," DiMassimo explains.

The print ads, "Amazing" and "Panic," feature a photograph of Torre wearing casual clothing sitting in a baseball "dugout." Torre has an honest, caring expression on his face. The ads' copy reads, "Amazing how experience prepares you for things no one's ever seen," and "Panic may be a natural reaction, but it's never been a successful strategy," respectively.

J.H. Cohn was founded in New Jersey, and "is strongest in the Tri-State Area of New York City and in southern California," DiMassimo says. Torre, who managed the New York Yankees' baseball franchise for 12 seasons, moved to Los Angeles in the 2007-08 off season. "J.H. Cohn expanded in Los Angeles around the same time that Joe moved out there. That was serendipitous, that worked out really well," DiMassimo adds. "As you know, Joe's come out with a book recently. If anything, he's more famous than ever, which is also good for J.H. Cohn," he comments, referring to "The Yankee Years." (The Doubleday Publishing Group)

The ultimate target of the campaign is a very select group, influencers and decision makers at companies in the \$200 million to \$1 billion size range, DiMassimo says. However, this campaign is very much in the public sphere; out-of-home ads are targeting New Jersey Transit and MTA (Metropolitan Transit Authority) Metro-North Railroad, he notes. "There is a difference between our ultimate target and the key targets of our influence. Although this campaign was planned to most effectively deliver our prime target, we do care about doing it out in the public sphere," he adds.

For example, the Company hopes to "influence the people that our target audience plays golf with," DiMassimo says. Targeting ads at too small of a niche wouldn't allow for "one of the great benefits of advertising, to create a sense, a social sense, of awareness and affinity for our brand, J.H. Cohn," he explains.

The unique selling point of J.H. Cohn "comes down to the experience," DiMassimo says. "J.H. Cohn is right there on top, after the 'Big Four,'" he adds, referring to PriceWaterhouseCoopers, KPMG, Ernst & Young and Deloitte Touche Tohmatsu. In its long history, the Company has seen "depression, recession, wars, wage and price controls, (and) new legislation. They're driven by this ethic of serving their clients really well. They've gotten ahead of a lot of these (aformentioned) things, and helped their clients succeed," he explains. "Values, and commitment to client service, (are) really what distinguishes J.H. Cohn," he adds.

"Personally, what I wanted to get across is that these are good guys. I didn't choose Joe Torre, (but) I think that's why (J.H. Cohn) chose him. He's a good guy," DiMassimo says. "You can see why their business has consistently grown for decades and decades. Their values are kind of service values. They truly are a service company with a service ethic. My goal is just to get that across," he explains. "How do you use advertising to say something real? It's a challenge," he quips.

Founded in 1919, J.H. Cohn is a member of Nexia International, a global network of independent accountancy, tax and business advisors and the ninth largest provider of audit and advisory services in the world, according to an AOR press release.