



**Durée Ross**

## PUBLIC RELATIONS AND MARKETING AGENCY

Over the past five years, the PR, marketing and social media landscape has evolved immensely, demanding a more strategic approach than ever before.

Durée & Company, a time-tested PR firm and marketing agency based in South Florida, with an office in Aspen, has seamlessly stayed ahead of the curve with the industry's ever-changing algorithms and online platforms, while also offering the highest level of customer service to its clients.

"We've adapted by embracing a white-glove approach that's both strategic and hands-on, providing our clients with tailored strategies that make a genuine impact," says Durée Ross, president and founder of the firm.

The key to success is storytelling and branding. "Building brand awareness and crafting compelling storytelling doesn't happen overnight. It requires many tools in the toolbox, ranging from strategic planning to targeted outreach," Ross says. "For many businesses, navigating this landscape can be challenging without the right expertise."

Ross is energized by the industries the firm represents.

"We've noticed that the marine industry that has traditionally been slower to engage in public relations is now seeking our services more

than ever. It's an exciting time for the marine sector as more people pursue lifestyles that include boating and being on the water," she says. Ross sees parallels between this and the work they do with clients in the real estate space, emphasizing that both industries tap into selling a desirable lifestyle. Their marine portfolio has flourished, now encompassing notable boat manufacturers, marine service providers, and, most recently, PORT 32 Marinas, a group disrupting the industry with innovative lifestyle amenities and turnkey storage solutions.

The firm continues to receive industry accolades, including Ross being nationally recognized as a "PR Person of the Year" by PRNEWS. The firm was recognized as the Best of Fort Lauderdale's "Top PR Agency" for 2023 and received a Seven Award from the Cannabis Marketing Association for "Best Use of PR" and a national Bulldog Reporter Bronze award for "Best Crisis Management."

"This year marks our 23rd year in business and it's heartening to see how many clients have been on this journey with us, continuously choosing our counsel as they evolve and grow," she says.

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