



Pet Industry Expertise

Established in 1996, Brown and Dutch Public Relations specializes in bringing new concepts to the mainstream. These can either be existing products looking for a new audience or brand new ideas that have never seen the light of day. The bulk of our clientele are consumer products in industries that range from food and beverage to pet products and fashion.

We are a small firm with a staff of 4 in our Malibu-based offices. The company employs media relations specialists in specific industries, which at times, brings that number up to 10.

The advantage of using Brown & Dutch is that each client’s campaign is developed by CEO Alyson Dutch and executed by a talented staff of media relations specialists, each of whom is guaranteed to have more than 15 years of experience in specific industries.



We allocate our time based on an hourly rate, which can vary from writing and pitching to event logistics and negotiating a corporate alliance deal.

All of our clients are provided with monthly status reports that indicate all of the agency’s efforts, successes and failures. In addition, we provide “ROI” (return on investment) reports for each of our clients every 6 months to illustrate the benefit of our work. The lowest ROI report we’ve ever generated totaled 400% return on investment and the largest, 36,000%!

Our relevant experience in the world of pets and animals is significant. Brown & Dutch served as the agency of choice for Last Chance for Animals to help move them into the mainstream



and attract a larger membership and greater support. We worked with them to position their company and cause as the “FBI of Animal Rights,” and have also worked with Venus Laboratories, creators of Nature’s Miracle, helping them with the transition of a name change to Petastic. Other related clients include DogNose ID, a nose printing product for pets.

This agency worked with former FBI agent, Kat Albrecht, who created the largest pet detective agency and wrote a book about her journey titled “The Lost Pet Chronicles.”

This agency has also worked with Philip Levine of Companion Animals, a high-end animal trainer with offices based in Woodstock, New York and Los Angeles, California.

But, most importantly, this agency’s personal love and understanding of pets most likely exceeds the Average Joe’s propensity toward pets. Not only do our corporate by-laws require that any employee who owns a dog bring it to work, but the company was named after a chocolate Labrador, named Rocky Brown.



**BROWN & DUTCH CEO, ALYSON DUTCH,
ON THE FLOOR OF HER OFFICE WITH “SULLIVAN.”**