

PRWeek!



POWERFUL STROKES

An art-focused integrated push helped Janovic boost both sales and awareness

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KELLY GAGE

*VP, director of cause branding
Barkley, 39*

Gage has been with Barkley for 16 years. In 2006, she became head of its cause practice group, but her work in cause marketing long precedes that appointment. In 1996, she helped create client Lee Jeans' annual cause program, Lee National Denim Day, which has raised more \$70 million for breast cancer research. Since becoming VP, Gage has helped the firm add a number of new clients, including Kohl's, L'Oreal, and The March of Dimes, which Gage led in a relaunch campaign that included a PSA initiative, a new Web site, and a new brand identity. Gage also volunteers with a number of organizations in her free time, including the Rose Brooks Center and the Mothers of Young Children committee.

