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**1953**

**Burson-Marsteller, with its sister agencies – Marsteller Advertising and Marsteller Research – were the first firms to offer what is now known as “integrated communications.” Serving business-to-business clients, its founders coined the term “total communications” to describe the service.**

**1953-79; 1979-88**

**Burson-Marsteller was the first public relations firm to achieve world class professional status alongside an advertising agency (Marsteller Advertising), regarded by competitors and corporate heads alike as comparable to other leading firms. It was the first public relations firm to develop a successful relationship with a major advertising agency (Young & Rubicam) and Harold Burson was the first public relations executive to join the parent company’s board and executive committee.**

**1953-70**

**Burson-Marsteller created the prototype of today’s high tech public relations firms by recruiting professionals holding engineering degrees and with prior experience at trade/technical publications or with companies manufacturing industrial products. In 1970 it broadened its business to include consumer products and services.**

**1961**

**Burson-Marsteller was the first public relations firm to envision a global market place for its services. Its first overseas office was established in Geneva (Switzerland) to serve the newly-formed European Common Market; a second European office opened in Brussels in 1965. Its first Asian offices –Hong Kong, Singapore, Kuala Lumpur and Tokyo -- opened in 1973; Sao Paulo in 1978 and Sydney and Melbourne in 1980.**

**1961/1965**

**Burson-Marsteller was the first public relations firm in Europe with offices (Geneva and Brussels) capable of working in a dozen languages and providing a pan-European service, a claim that B-M/Brussels continues to make 40-plus years later. At the outset, language needed most in the preparation and distribution of news releases and articles**

and in printed promotional materials. Today, it's a big plus in representing clients at the European Union.

**1967**

Burson-Marsteller was the first public relations firm to adapt to new communications technology, the first to produce multi-media events using up to two dozen Carousel projectors and two to four movie projectors. It was the first to offer clients a meetings and events capability that competed successfully with specialty firms providing that kind of service. It was the first public relations firm to establish a fully-staffed in-house design service for annual reports, promotional materials and other corporate publications.

**1968 (?)**

Burson-Marsteller was the first public relations firm to acquire an IBM 360 computer and the first to use client profitability statements as a management tool.

**1967**

Burson-Marsteller was the first public relations firm to install AT&T's Centrex direct dial telephone service and the first to make use of WATS lines (wide area telephone service).

**1955**

Burson-Marsteller was the first public relations firm to adapt automobile-type product introductions for a business-to-business product ("Michigan" brand construction machinery for Clark Equipment Company). Media representatives were encouraged to "test drive" tractor shovels on a large construction site.

**1956**

Burson-Marsteller was the first public relations firm to create a corporate information vehicle especially for the financial community. Titled the "Clark Equipment Financial Newsletter," the publication interpreted quarterly financial results and offered insights and information that enabled analysts and portfolio managers to better evaluate company operations.

**1973**

**In a speech to the Columbia University Graduate School of Business, Harold Burson spoke on the subject of corporate social responsibility. It was almost 25 years later when the term became widely used as a descriptor for responsible corporate behavior.**

**1980 (?)**

**Burson-Marsteller was the first public relations firm to embrace the then new technology of word-processing, which over the next decade evolved into a worldwide computer-based communications system. At first, word processing was limited to documents more than two pages in length and were prepared by a Word-Processing Department served by eight Lanier word-processors. Our present New York office location was equipped with the first under-the-carpet Ethernet system which facilitated computer access throughout the building and facilitated instant document transmission to all B-M offices around the world.**

**1982**

**Burson-Marsteller was the first major public relations firm to establish a healthcare practice. At the outset it mainly served manufacturers of ethical prescription drugs. It worked with the FDA to establish guidelines for providing consumers an increased amount of information about drugs prescribed by their physicians. (Up to that point only three highly specialized firms, operating under tight FDA scrutiny, provided public relations services to the pharmaceutical industry – usually bare bones news releases on new products.) A result of that early start was that Burson-Marsteller alumni have historically been well represented at competitive public relations firms and in clients' internal departments.**

**1975 (?)**

**Burson-Marsteller introduced the first prescription drug to go “over-the-counter” -- Tylenol.**

**1984**

**Burson-Marsteller managed the first post World War II Olympic Torch Relay, sponsored by AT&T. B-M's role was working with the Los Angeles Olympic Organizing Committee and AT&T in traversing an 8000 km cross-country route that started at United Nations Plaza and**

**ended 80 days later at the Coliseum in Los Angeles. Some 120 B-M staffers worked on the three-year assignment.**

**1985-88**

**Burson-Marsteller was the first public relations firm employed by an Olympic organizing committee to serve as its on-site advisers to plan and implement an Olympiad, the Summer Olympics in Seoul, Korea in 1988. The Seoul games are often cited as one of the best managed ever.**