

CRAIN'S DETROIT BUSINESS

Longtime Detroit PR agency John Bailey & Associates now Lambert, Edwards & Associates

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By [Bill Shea](#)

A venerable name has disappeared from the roster of metro Detroit public relations agencies.

Troy-based **John Bailey & Associates Public Relations** is now known as **Lambert, Edwards & Associates**, the agency said today.

Grand Rapids-based Lambert Edwards bought John Bailey a year ago for an undisclosed sum and the agencies maintained their own names.

The move created one of the largest PR agencies in the state, with offices in metro Detroit, Grand Rapids and Lansing.

Lambert Edwards, established in 1998, has 90 clients in 20 states, including **5-Hour Energy** and **Georgia Pacific**, and its primary practice areas are consumer, business and financial communications, health care and technology.

It also got access to Bailey's established public policy and automotive work.

Bailey himself signed a long-term deal to remain in a senior advisory and leadership role. He's also a managing director.

John Bailey, a member of the Detroit chapter of the **Public Relations Society of America's** hall of fame, created his agency in 1996. Its client list included the **North American International Auto Show**, **R.L. Polk & Co.**, **National City Bank** and **Blue Cross Blue Shield of Michigan**.

Since the acquisition last year, the combined client base has added **DTE Energy**, **Masco Home Services** and the **Detroit Regional Chamber**.

"The decision to transition the company to the LE&A name is the next logical step as we continue to grow and expand our reach," said Jeff Lambert, president and managing partner of LE&A, in a statement.

"As a company that specializes in communications, we need to ensure our own brand and message are clear."