

Black Ram Media Group - a Full-Spectrum Agency Focused on Political and Corporate Communications, Consulting, and Media Creation while Helping Clients Recognize Potential



**Daniela Siggia Beasant
Creative Director/Strategist
Black Ram Media Group**

**Interview conducted by:
Lynn Fosse, Senior Editor
CEO CFO Magazine**

CEO CFO: Mrs. Beasant, *what is the focus at Black Ram Media today?*

Mrs. Beasant: Our primary focus is on political and corporate communications, consulting, and media creation. Additionally, we operate as a film company, working on both film and television projects.

CEO CFO: Was that always the focus of the company?

Mrs. Beasant: Not initially. I began in PR within a different industry, working as a lobbyist. Over time, others in that industry started approaching me for consulting services. Much of that work required media creation to support the communication strategies we were developing. We built strong relationships with the same talented collaborators, and the synergy was fantastic. Eventually, we became so busy that we decided to formalize things and incorporate.

CEO CFO: What are some of the differences in the political area compared to the corporate area, and what have you learned over time to understand those differences?

Mrs. Beasant: In the corporate world, it's all about results, and those are usually tangible and easy to measure—like whether a campaign directly drove sales. In politics, while you can measure success at the polls, there's much more nuance involved in communication.

Political communication often requires inspiring and shaping public sentiment, which is a much more complex process. In corporate work, the focus is often more internal or directed toward specific target audiences, such as potential clients, without necessarily needing to win over the broader public. The political realm demands a deeper understanding of public perception and how to influence it effectively, making it significantly more intricate.

CEO CFO: Would you walk us through a typical engagement and one that’s outside the box?

Mrs. Beasant: A more typical engagement would be our work with a large food bank organization. They are also involved in advocacy and anti-hunger strategies. For them, our contract is straightforward—it’s focused on image creation. We provide photographers and videographers who have worked with them for years, capturing content for their internal and public-facing initiatives. It’s primarily media creation without a heavy strategic component.

On the other hand, a more complex engagement is with a company in the advanced materials sector. They’re in a unique position, launching multiple subsidiaries simultaneously while operating as market disruptors. Because their sector is so niche, they not only need to educate the public about their products and services but also create awareness about the sector itself, which essentially didn’t exist before. My consulting with them revolves around branding and brand development, as well as educating potential investors and the broader public about the market they’re building. It’s a much more involved and multifaceted process.

**“What feels like the worst public crisis can often turn out to be a pivotal, even positive, moment in someone’s life or career. My role is to help clients navigate through the storm with calm and focus.”
Daniela Siggia Beasant**

CEO CFO: The Black Ram Media site states, “We integrate proprietary methodologies and advanced technologies.” Could you elaborate on what you understand that others might not?

Mrs. Beasant: A key component of our approach is the use of psychometric technologies to refine and target communication strategies. For instance, during a federal election campaign I worked on, we analyzed polling data in specific neighborhoods alongside psychological triggers in messaging.

In one neighborhood, we found that people strongly favored baseball and disliked hockey, while another neighborhood in the same riding had the opposite sentiment. When crafting ads, I intentionally included a subtle baseball reference for the first neighborhood but ensured those ads only aired there. This level of precise targeting, informed by psychometric insights, helped make my client more relatable and effective in their communication. It’s that depth of understanding and strategy that differentiates us.

CEO CFO: How do you learn about these things?

Mrs. Beasant: Through technology and research. I spend a lot of time studying psychology— understanding where people are emotionally, what they think and feel, and identifying the trigger words that resonate with them. This involves being highly conscious of integrating those elements into the narratives we create. I also rely heavily on technology to gather and analyze this information, ensuring our strategies are as targeted and effective as possible.

CEO CFO: How is business these days?

Mrs. Beasant: Business is very busy right now. I’m not taking on new clients right now because I’ve personally accepted an exclusive contract with three municipalities in the Maritimes, focusing on economic development which will keep me fully engaged until the spring. In addition to that, I’m still consulting in the advanced materials sector, so my plate is definitely full.

CEO CFO: How does working with the government differ from corporate clients in the US, and what is it like in Canada?

Mrs. Beasant: I enjoy working with my corporate U.S. clients because of the fast-paced, results driven environment. For example, I recently completed a commodities report for a U.S. company, and the quick turnarounds and clear milestones made the process energizing and efficient.

Working with the government is very different. One major challenge is the lack of continuity, which often stems from elections and turnover. Politicians tend to make decisions based on what will appeal to voters in the next election rather than focusing on the long-term development of the community or region.

This dynamic creates additional hurdles, as priorities can shift entirely after an election. In governments, you're also up against layers of bureaucracy, which makes progress slower and requires patience and adaptability. It's a much different rhythm than the corporate world.

CEO CFO: How do you reach out to new clients, particularly U.S. clients?

Mrs. Beasant: In the U.S., most of my business has come through word-of-mouth, so I haven't needed to do much advertising. Advanced materials is such a niche industry that news travels quickly. What sets us apart is that we're already deeply educated in this space, which saves companies from having to bring a media company up to speed to educate the public. Because we've been working in advanced materials for so long, we've become the go-to communications partner for that sector.

Beyond that, we rely on traditional marketing strategies that work for everyone, including social media. While platforms like Instagram may not target our audience, there are social media channels like LinkedIn tailored for corporate and political professionals that we leverage. However, about 80% of our business comes from word-of-mouth and repeat clients. We're proud to have longstanding relationships with many of our clients.

CEO CFO: Black Ram Media Group was recognized in the Canadian Business Awards as the Best Corporate Communications Expert in Eastern Canada; would you tell us about the recognition?

Mrs. Beasant: This recognition was especially meaningful because, as consultants, we've made conscious choices to stay independent. We've deliberately avoided joining many of the larger strategist and trade associations. This allows us to remain agnostic and flexible in who we work with and how we approach our clients, but it can also work against us. Often, being part of the "club" is a prerequisite for recognition in the industry.

The fact that we've maintained our independence, remained highly selective about our clients, and still achieved this level of recognition is a testament to the integrity and quality of our work. It did take longer for us to receive this acknowledgment compared to other firms, but when it happened, it was incredibly validating.

CEO CFO: How has your approach changed over the last five to ten years?

Mrs. Beasant: I've become much less reactive. In the PR space, many of my clients are navigating hostile environments—whether it's dealing with a cancel-culture mob or public backlash. In the early days, when those situations arose, it was easy to let the adrenaline kick in and react out of panic.

Now, with years of experience, I've become the calm, steady voice in the storm for my clients. I've navigated so many crises that I can see the path forward, even in the most challenging situations, and I remind my clients there's always light at the end of the tunnel. Often, what feels like the worst public crisis can turn out to be a pivotal, even positive, moment in someone's life or career. Because I've witnessed so many of these transformative outcomes, I no longer panic—I focus on helping my clients navigate through to the other side.

CEO CFO: What do you see two or three years down the line?

Mrs. Beasant: One of my strengths is recognizing potential, often before my clients can see it for themselves. I can hold space for their possibilities, even when they can't. Looking ahead, I see myself continuing to work on projects where I'm not just advising targeted businesses, but also helping entire economies grow and small communities thrive.

This kind of work fills my heart in a way that some of the corporate or political projects don't. While those are important, this has a direct, immediate impact on people's wellbeing. I'd love to continue focusing on projects that create meaningful change at a community level.

CEO CFO: What, if anything, might we be missing about Black Ram Media that should be recognized?

Mrs. Beasant: Black Ram Media is a full-spectrum agency. When clients come to us with a challenge, we provide end-to-end solutions. For example, if someone wanted a movie made about their life or a documentary about their industry to

educate the public, we don't just consult or help write the script—we handle the entire process, including producing all the collateral that comes with it. That even extends to creating something as simple as a website.

Clients choose us because they know they only need to make one phone call. We have the capability to create just about anything they need, all under one roof. It's that comprehensive approach that sets us apart.