

CASE STUDY #1

The challenge

A Fortune 500 company's growth called for a major expansion of the company's existing headquarters facility, and precipitated a search for a location on which to build another major facility. Rumors were rampant amongst employees and public speculation generated anxiety in the business community. The company needed to build understanding and gain support and trust.

The solution

Back to basics: "Tell people what you know when you know about it."

This proactive, honest and timely approach was designed to lessen anxiety and fear of the unknown and replace it with a sense of excitement and optimism. The approach scored with employees, who were eager to know how the changes would affect their jobs. Employees got information from a variety of trusted internal information sources, from newsletters to video news programs, company intranets and face-to-face meetings with management. Externally, the company needed to retain confidence in the community where its headquarters was located and create buzz in the city where its new facility was being built. Maximizing local media coverage in both cities and

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coordinating VIP events helped strengthen existing relationships and develop new ones.

The results

The back to basics approach worked. Employees viewed the company's growth as a healthy process and many enthusiastically sought the varied job opportunities that accompanied the changes. The business community viewed the local expansion as an affirmation that the company intended to maintain its presence there and the city where the new location was being built embraced the company as a new major employer and contributor to economic strength; in fact, the company was tapped as "The Best Company to Work For" by the Great Place to Work Institute and the Phoenix Business Journal in its new, secondary location, just a little less than two years after it began operations there.

CASE STUDY #2

The challenge

A commercial real estate developer made a first-of-its-kind deal with the Department of Defense to renovate vacant, dilapidated buildings on a military installation and lease them as Class A commercial office space with the most advanced security and technology infrastructure available. The developer and its partners had invested more the \$40 million on the project. The condition of the buildings and the fact that they had no potential tenants on board made the venture a huge risk. It was a success story in the rough, with several distinct angles.

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The solution

A combination of broad coverage and targeted PR efforts to specialized audiences, nationwide:

- Military
- Real Estate
- Architectural Conservation & Preservation
- Government

The results

Media outlets began to pay attention when the first two major tenants signed long-term leases, committing more than half of the 400,000 available square feet. Two years later, the initiative continues to get expansive local and national media coverage: The military installation was not only spared by the Base Realignment and Closure recommendations that marked many bases for closure in 2005, but recommended for growth, as DoD centralizes operations. The project initiative has been hailed by the Department of Defense, the Defense Transformation Institute and widely credited in the media for its role in helping to make the installation a viable facility.

CASE STUDY #3

The challenge

The annual meeting of an international medical society brought doctors, academics and others connected to the medical community together to share knowledge and present the results of breaking research in their fields of specialty. The society wanted to generate awareness and support for its particular field of practice, within the medical community but also with the public and with healthcare policymakers.

I am extremely impressed
with your ability to
assimilate and simplify
difficult concepts.
We need you at MGH!

*Joren Madsen, M.D.
Massachusetts General Hospital*

The challenge was to synthesize dry medical research topics – such as “Molecular Diagnostics” – and create press releases that featured specific topics presented at the meeting and balanced factually accurate information that was credible to the medical community but at the same time, revealed emotionally compelling stories that appealed to the mainstream.

The solution

Traditional media relations tactics included pitch calls to more than 100 outlets, most in the U.S. and Canada, including newspapers, network TV affiliates, healthcare trade publications, medical journals, wire services and academic media. Media were invited to attend the meeting, with opportunities to interview the physicians behind the stories. A special media room was set up as a check-in point, to facilitate interviews with physicians and to meet any other media-specific requirements. For media that could not attend, press kits were distributed and wide-distribution release was executed daily via PR Newswire.

The results

The meeting was a hit with media, who were eager to report on the combination of emerging research topics and the drama of life-saving techniques. There was comprehensive local and national media coverage from all major North American outlets and networks, as well as results with a longer shelf life on popular, respected medical Internet sites.