

Media Relations:

Developing a Three-tiered Media Campaign to Improve Visibility in the Marketplace

Situation:

One of Boston's largest property owners found itself without name recognition in the City of Boston. With no media strategy in place, the corporate office retained McDermott Ventures to launch a media campaign to leverage the company's presence in the Boston marketplace and position it as the player in the community.

Strategy:

McDermott Ventures developed a media relations strategy around three key components:

- 1.) One identifiable company spokesperson
- 2.) Company milestones
- 3.) Civic and Charitable involvement

McDermott Ventures positioned the company spokesperson as an 'expert in the field' and garnered coverage in print, radio and television. Concurrently, McDermott Ventures secured an Advisory Board position in a local trade publication resulting in published quarterly editorials. In leveraging this visibility, McDermott Ventures was able to secure coveted Board positions within the Boston community, garnering accolades for the company across various media channels.

McDermott Ventures also developed a media protocol within the organization. Establishing a single point of communication allowed McDermott Ventures continuous access to all company milestones, allowing the release of all announcements to trade, local and national press. This 'drip' approach grew market recognition and changed 'sleepy' perceptions of the company.

Finally, McDermott Ventures developed a civic and charitable strategy. While the company had a limited budget for community involvement, they did not have a strategy to effectively distribute funds. A plan was developed to field requests as well as identify one cause to champion. The company, through strategic implementation, garnered coverage for a road race, participation in large scale fundraisers, partnerships with the City of Boston and a partnership with a local media organization on its holiday efforts each year.

Results:

McDermott Ventures was able to take a large national corporation and re-position it as a local Boston company. The company now boasts wide recognition within the industry for its knowledge and expertise, as well as being a good corporate citizen. Perhaps most importantly, all of these activities resulted in better business for the company and an increased bottom line.