

## **Measuring the effect of Public Relations on the bottom line**

### **Situation:**

A small family-owned real estate firm was in the process of entering into a partnership with a national real estate company. Together, the partnership would offer both corporate and real estate clients a complete range of retail services, to address the growing need in the New England market. The joint venture approached McDermott Ventures to develop and execute a media roll-out strategy to announce this new partnership, the first of its kind in the New England region.

### **Strategy:**

McDermott Ventures worked with the client to develop a strategic approach to media outreach. McDermott Ventures created a strategy that included the creation of media collateral materials, conducted interview training for spokespeople from both organizations, and coordinated and conducted all interviews with major dailies, trade and industry publications. McDermott Ventures leveraged its relationships with reporters to ensure the client's objectives were met, while still ensuring each media outlet received fair access to create a beneficial story.

### **Results:**

Upon completion of the one day media relations launch, McDermott Ventures was able to secure coverage in both major daily newspapers (print and on-line), leading regional business and real estate industry papers (print and on-line) and numerous on-line industry specific outlets. As a result, within the first 48 hours of the release, the firm received more than a dozen requests for meetings from prospective retail and landlord clients, several proposal requests, and secured listing agreements with two new landlord clients. Further, the exposure led to numerous calls from personnel prospects that resulted in the immediate hire of an industry leader. One month later, there continues to be acknowledgement of the buzz created by the media launch, and prospective business continues to be generated from the news still circulating around the industry trades.