

Public Image #1

“Back to School”

By Ernie Arboles

Overview

A local communications company laid out several thousand dollars in a public outreach program in order to link its brand name with helping area schools. The company wanted to foster a grass-roots communication effort that would get the word out at the community level. Additionally, the company wanted to target key demographic areas, attractive to its customers.

The Problem/Opportunity

As is often the case, buying ads in the usual outside media was not possible because of budgetary constraints. However, the leadership team needed an equally effective, but much less costly, alternative. The key objective: Create awareness at both the school and community level about the program. Achieving this goal would do the following:

- Create a positive halo for the company
- Establish a long-term vehicle for the company, linking its employees with good work in the community
- Highlight educational efforts in key local schools
- Give students and teachers a forum to shine

The Work

Step One: Create a vehicle to allow the company and school a reason to be newsworthy to media outlets. A series of brainstorming sessions using our unique process delivered a short list of possibilities. Next, we created a set of selling points behind the idea that articulated the benefits to the schools and to the community about the program. With the foundational work behind us, we started thinking tactically. First, we demographically characterized the company's customer area then zeroed in on the "sweet spots" we would want to target. We then established a list of contacts at dozens of community papers and delivered them a carefully worded press release about the program. We followed that up with a series of personable calls, underlining the program and its benefits to students and children.

The Results

Using a carefully sequenced series of debuts, we unveiled the new program at more than 25 schools throughout this key metropolitan area. Each week prior to the debut, we had two or three community papers mention the event. By the time the launch had finished, we had more than 300 mentions of two column inches or more in scores of local newspapers. On a column-inch basis, it would have cost tens of thousands of dollars to achieve the same reach and awareness.

Your Opportunity

Creating public awareness about your company or program may be much easier than you think. A carefully crafted campaign can handsomely deliver financial and intangible benefits. Call today for a free consultation on Public Image Number One. With our experience and expertise, we can deliver a tailor-made program for your success.

Mr. Arboles is President of JASEC Consulting, a highly specialized boutique focusing on customer-focused process improvement, cost disciplines, and crisis media management. He has more than two decades of experience around business process, finance, media and general management.

JASEC brings you business acumen gained from the successful practices of some of America's top corporations. Take control of your business by using ours. Call us for more information on how to better build your business using JASEC's complete line of business consulting services. Visit us at www.jasec.net.

Case notes: The cases are presented as illustrative examples. The names of the companies involved and any identifying details are omitted to protect the confidentiality of our client relationship.