

PR News
Building the bridge between PR and the bottom line.

TOP 100

Case Studies in PR

Volume 3

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EDITOR'S LETTER

Dear Reader,

Just as the business environment has undergone a turbulent period in recent years, Public Relations as a discipline has emerged as a true catalyst for positive change, an instigator for innovative ideas and a contributor to the bottom line.

But perhaps the greatest feather in PR's cap is its adaptability to a changing environment when other industries proved to be rigid and resistant. New technologies – from blogs to social networking communities – were embraced by communicators, the oldest generation of whom had mastered email communications not so long ago. Business scandals, from Enron's demise to Hewlett-Packard's missteps, prompted the best PR executives to usher their organizations out of the danger zone and into the safer realms of transparency and sturdy corporate citizenship. And unpredictable forces of nature such as Hurricane Katrina launched aggressive outreach that only a sturdy communications team could orchestrate.

This is the backdrop for the following 100 top case studies selected by *PR News* staff. Each study demonstrates some facet of ingenuity, innovation or integrated thinking, illuminating communications as a function that has matured with poise and established its indispensability to business practices. These case studies will offer you insights into the complexities of digital PR, crisis communications, media relations and branding initiatives, and they will demonstrate best practices to help educate and inspire your own future efforts, whether it's an impending nonprofit initiative or a tricky product launch.

Most important, these examples of PR evangelists are representative of a larger trend, one that marks communications' move out of the shadows and into the spotlight. Surely there are more "top case studies" to reiterate this step forward, but these should satisfy the appetites of practitioners hungry for challenges and real-world solutions. After all, success in the current business world can't be measured only by the safety of numbers or the barometer of C-suite approval, but by the chances you take and the impressions you leave behind.

For the organizations that were profiled in these case studies, whether their main benefactor was a brand, a community or a business, the impressions they made will surely be lasting. I hope you find this guidebook useful, and as always, I welcome your feedback.

Sincerely,

Courtney Barnes
Editor
PR News