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DIGITAL PR

New Instagram Features Put Premium on Better Brand Storytelling and Great Videos

Whatever else it does, social media certainly forces PR pros to be alert for new features. Even **Facebook**-owned **Instagram**, a platform that has added fewer features than most, has been active recently. Some of the latest additions to it include the ability for brands to purchase carousel ads and the introduction, on Halloween weekend, of curated video content. While the carousel ads have become a permanent feature, it's unclear whether or not curated video content

will be reserved for special occasions, like holidays or major sporting or television events, or become a 24/7 occurrence, similar to *Moments*, which **Twitter** unveiled recently. Speaking of Twitter, last week saw it unveil another feature, or more exactly modify one. As of last Tuesday you could Like a tweet. As the company said on its official blog, "We are changing our star icon for Favorites to a heart and we'll be calling [it] Likes." Sound familiar? We boarded the social media car-

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IMAGE PATROL

BY KATIE PAINE, CEO, PAINE PUBLISHING

Command-and-Control Political Brands Have Plenty to Learn From Chipotle

In this **Instagram/YouTube**-fueled media environment, we should know by now attempting to control your message generally leads to more headlines and bad press. So whether it's just a sign of the times or a sign of mismanagement, two leading brands that have long represented power and control, the **Republican National Committee (RNC)** and the **House of Saud** (the ruling family of Saudi Arabia) are in trouble in ways that would be unthinkable a decade ago. Although they operate in the field of politics, they are brands just the same, and like some long-standing b2c and b2b brands, they both have historically ruled their constituencies with command-and-control policies, strictly managing their brands, images and,

above all, their communications.
Clearly times have changed.



THE RNC

Republican presidential hopefuls' revolt over debate formats is just the most recent indicator that party leadership is no longer able to control its messages or the membership. Brand favorability is at historic lows, according to the **Pew Research Center**. After the debacle of the 2012 election, the post-mortem was a 100-page *Growth and Opportunity* report to which no one seems to be paying attention. The **House Freedom Caucus'** revolt that deposed Speaker John Boeh-

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How L'Oreal Paris Used Social Media Holiday to Promote CSR Effort

To paraphrase *Mad Men's* Don Draper, "If you don't like what they're saying, change the conversation." That's what **L'Oreal Paris** tried to do last Wednesday, based in part on what it discovered in a survey of 1,000 people, including 512 women, in late October.

As the results below show, just 15% of the respondents say that social media makes them confident that people are doing positive things for a greater cause. And more than 25% believe social media posts focus only on the achievements of individuals, as opposed to people helping others.

"This was sad," says Mora Neilson, AVP strategic marketing, L'Oreal Paris. That's because one of L'Oreal's signature CSR efforts is Women of Worth, which celebrates seemingly ordinary women who do extraordinary things for others. An example is 2015 honoree Maria Rose Belding, a 20-year-old college student, who created a database that allows food banks to coordinate resources, ensuring more food gets to those in need. Then there's 2014 honoree Corinne Cannon, founder of the **D.C. Diaper Bank**, which ensures needy families receive diapers.

The conversations L'Oreal tried to change last week were those occurring on Women Crush Wednesday, the weekly social media holi-

day where people of both sexes post photos of women they admire. Using the hashtag #WCW, posts range from people admitting to celebrity crushes on Miley Cyrus and Demi Lovato to others whose chosen women are mothers, wives, sisters, the Statue of Liberty and the Starbucks mermaid.

About three months ago L'Oreal's integrated team and reps from **FleishmanHillard** and **R/GA** were brainstorming about how to celebrate the Women of Worth's 10th anniversary. "We felt our [Women of Worth] were crush-worthy," Neilson says. The idea flowed from there.

L'Oreal's hunch, proven in the survey, was that people have an appetite for inspirational posts and posts about women making a difference for others.

To get the conversation started last week, celebs like Blake Lively, Jennifer Lopez and Mika Brzezinski posted about the 10 Women of Worth and invited their followers to read about them on L'Oreal's website. "Women like this would never get this kind of exposure, but they are crush-worthy," Neilson says.

L'Oreal plans to measure engagement, Neilson says, and while it's too soon to say if the effort will continue every Wednesday, she says that would be terrific. We agree. ■

33% 1 in 3 women say seeing a post about helping others encourages them to do the same

15% say that social media makes them confident people are doing positive things for a greater cause

25%+ More than 25% of people believe social media posts only focus on individual achievements and not people helping others

50% of women would interact more with #WCW posts if they were more inspirational

77% of people indicate that the #WCW posts they see don't highlight women making a difference for others

19% of social media users are currently inspired by #WCW posts

The survey was conducted among a demographically representative U.S. sample of 1,000 adults 18 years of age or older.

Social Hurts Historic Brands' Media Control

ner (R-OH) clearly was a backlash against party leadership. So when the candidates recently staged a revolt against the debate format, it was yet another sign that in these times, attempting to control 55 million Republicans and their respective candidates may well be futile, or further, damaging to the RNC brand.

The headlines out of the debate discussion made the RNC look weak and the candidates appear petty.

Major corporate brands, and numerous politicians, have learned in recent years that the old crisis-management tac-

tics of denial and deflection don't work. Today when a crisis hits, well-managed brands like **Chipotle** stress transparency, taking actions that allow consumers visibility into their processes and remedies. Perhaps the RNC should learn from them.

THE HOUSE OF SAUD

Social media has long been an issue for the Saudi brand that for decades fiercely controlled the local news media. But all its wealth and oil reserves couldn't control the news me-

Continued on page 4

RNC

Criteria	Grade	Comments	Advice
Extent of coverage	F	In any presidential election cycle you have a ton of media hanging around waiting for a crumb of news. The candidates' revolt and subsequent demands were far more than crumbs.	When you have a media scrum following your every move, almost anything can become headline news.
Effectiveness of spokespeople	F	While Reince Priebus is the nominal head of the RNC, in the middle of a media scrum any candidate and/or campaign staffer becomes a spokesperson.	Remember that media in a 24-hour news cycle has the attention and patience of a 2-year-old. It will gravitate to whatever talking head is available and create a spokesperson if you don't provide one.
Communication of key messages	C	The message of the day was that the media was to blame for problems with the debates—a considerable coup given that RNC leaders decided on the debate format some time before.	It's a lot easier to get a new or different message across and/or change perceptions when all the media attention is focused on your brand.
Management of negative messages	D	After the ouster of Speaker Boehner, the notion that the GOP was in chaos was hardly news. The lack of a consistent message from the RNC and the candidates only reinforced that notion, however.	Any crisis will repeat and/or reinforce past failures or weaknesses. Be prepared to deal with them, because the media will not ignore them no matter how much you hope it will.
Impact on voters	B	By pulling its ties to NBC, the RNC put the blame on the media—a message that will resonate with its core constituency. Net net, the RNC got a lot of attention on the eve of an off-year election and results indicate that it didn't hurt it at the polls.	Keep your desired outcome in mind as you plan your crisis strategy. Media reaction is secondary to the mission at hand, be it getting voters to the polls, selling product or getting more donors in the door.
OVERALL SCORE	C-	The chaos of the last few weeks certainly damaged the RNC brand but it remains to be seen if that damage will last long enough to influence the 2016 general election.	Staying focused on the things that motivate your core constituencies to behave in ways that best serve your organizational mission can reduce the impact of a long-term crisis.



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dia in late September when a Saudi prince was arrested on sexual assault charges in a tony Hollywood suburb. Things got worse for the Saudi brand when just about one month later a second prince was detained and ultimately charged with trying to smuggle 40 boxes of illegal drugs out of Beirut-Rafic Hariri International Airport on his private plane. And lest the Royal Family try to dismiss the incident as a distant relative misbehaving, the Saudi crest was prominently featured on the sides of the 40 confiscated boxes.

It didn't help that **ISIS** fighters frequently use the type of amphetamine confiscated from the prince.

What is most interesting is that for years Saudi wealth and influence squelched the majority of unfavorable news stories. When news of the drug arrest broke, the media speculated that the prince would escape charges due to Lebanon's dependence on Saudi aid. The severity of the crime, however, turned out to be too serious to afford the prince to get away without a penalty. Needless to say it didn't take long for the story and photos of the boxes with the Saudi logo on

them to go viral on social media.

A few misbehaving relatives or candidates may not signal the end of these formerly formidable command-and-control organizations. Rather, the pressures of YouTube videos and **Instagram** photographs are exposing the fundamentally flawed foundations upon which these power structures were built.

The reality is that the RNC lacks control over well-heeled candidates, whose funding comes from personal fortunes and Super PACs. As for the Saudis, an October **IMF** study predicts that due to falling oil prices, Saudi Arabia's \$650 billion in foreign reserves will be gone in five years should its public spending remain at its present high rate.

What we know for sure is that only strong organizations with healthy internal cultures can withstand the slings and arrows that social media is throwing at all institutions these days. ■

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The House of Saud

Criteria	Grade	Comments	Advice
Extent of coverage	F	The prince's drug bust was huge news around the world with major features in Africa and throughout Europe. Interestingly, in the U.S. the Hollywood sexual assault arrest received more coverage. Between the two crises, however, the perception that the Royal House is not in order only increased.	One two-day news cycle story may not damage your brand that much. Two such stories in two months give rise to indications of organizational weakness. If possible get all your bad news out at one time.
Effectiveness of spokespeople	F	There was no official word from any member of the family so the media was left to its own devices.	Never, ever leave the media without a spokesperson. You never know to whom they will turn for a quote. Chances are good that the most likely people to talk are not your close friends.
Communication of key messages	F	With no official spokesperson or even an official response, the media and the Lebanese authorities are the only ones getting messages across and most are not favorable to the Saudis.	If you are used to controlling the media, and now realize you can't, your very first action should be to craft key messages that convey contrition, compassion for the victims, and actions you've taken to fix the problem.
Management of negative messages	F	The arrests of two Saudi princes in such a short period of time was the perfect fodder that Saudi's opponents needed to spread their concerns about human rights abuses and other perceived injustices that the Saudis have committed.	When you have no official spokespeople or messages, chances are, all the messages will be negative.
Impact on voters	F	Given that drug smuggling is punishable by death in Saudi Arabia but Lebanese laws are much more lenient, the prince will at worst do some jail time. Opponents of the Saudi government may well use this incident as an example of injustice to motivate the citizenry.	Never underestimate the tendency of your opponents or competitors to take advantage of your misfortunes.
OVERALL SCORE	F	Trying to control the media in today's environment is not only a waste of time, but will inspire the media to pile on the first chance they get.	Trying to control the media with nothing but money and power doesn't work. Everyone with a cell phone is his/her own media outlet these days so just saying the right thing isn't enough. You have to do the right things as well.

Curated Content to be Instagram's Holy Grail

ousel and had a heart-to-heart with several PR pros, asking them how brands should react to these additions.

Michael Lamp
VP, Social & Digital Media, Hunter Public Relations

► **The Larger View:** At a high level, Lamp says, brand PR people should be happy that Instagram opened its advertising API to all advertisers a few months back. Prior to that, it hand-selected advertisers and those opportunities came with a high price tag. Now, Lamp says, brands with lower ad budgets can advertise on Instagram using module-style ads, similar to boosted posts on Facebook or promoted tweets.

► **Room With a View:** Regarding carousel ads, Lamp sees them as “a unique unit because of the user experience. Instagram is a linear top-to-bottom experience on your mobile device; people thumb through it, as they do with Facebook and Twitter. But the carousel ad shakes you out of that experience” since you are able to swipe for more content. Most importantly, the carousel “makes episodic storytelling possible in one ad unit.” Lamp envisions auto companies using multiple images to show their cars from different angles and food brands being able to provide 5-step recipes. In addition, the last page can send consumers outside of Instagram's four walls to a website to get more information. “It whets the consumer's appetite to learn more...you can do that better with several photos as opposed to just one...it's going to turn Instagram into more of a referral driver than ever.”

► **Holy Grail:** Instagram's curated video content feature should be an incentive for brand PR people to create great content. “If I'm lucky enough to be positioned within one of those curated collections it's a bit of a holy grail of earned PR placement within Instagram.” Lamp feels the influencer route is the best way in. “I'm guessing they'll be reluctant to let a lot of brand content in.”

► **I Heart Twitter:** Likes as opposed to Favorites is mainly a moniker change, Lamp believes, but “brands will put a lot more stock in measuring [Likes],” he says. It won't topple retweets or replies in prestige, but brands will be more interested in counting Likes than they were about Favorites. “Like feels inherently more like an endorsement.”

Allison Carraghan,
Public Relations Manager, planit

► **Evolution:** The carousel “is just the beginning” of allowing brands to have a deeper engagement with consumers, Carraghan says. Like Lamp, Carraghan sees carousel ads adding to brands' storytelling ability, which “is what every brand wants...it will give brands longevity because consumers will engage more with stories and products when there is a series of photos as opposed to one image.” The curated feature, she says, will allow brands to find their most loyal fans in that their videos likely will be featured.

Nicol Addison
Director, Corporate Communications, Lithium Technologies

► **Shock Absorbers:** Addison is impressed with the way Instagram tested the curated content feature on Halloween. “It's not too jarring...it's respectful to the user, but it adds value for brands.” Will curated content become an everyday feature? “It's less about when it happens and more about who's allowed to [appear on] it,” she says. One of Instagram's advantages over other social platforms, she says, is that users aren't “inundated” with brands. Instead, brands on Instagram “really try to connect with customers.” This is why the carousel format will fit well, she says. It allows brands to tell stories in different ways and “identify your superfans and advocates, because those are the people that are interacting with the ads,” tapping on an icon to learn more. “Brands hadn't been able to do that before” on Instagram. This also will help brands with measurement and metrics, she says. “Having the URL there lends itself to that.”

► **Storytelling:** Addison sees carousel ads as “a chance for brands to go above and beyond” traditional product messages. A chance to “[show] what you are doing in CSR, what interesting ways consumers are using your products.” In sum, she says, “it's about ‘how do you master the different platforms?’ This is the challenge for PR pros, to be ready and creative...it's not just about logos anymore.” ■

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How Inserting Itself Into a Bet and Old-Fashioned Hustle Got Giordano's Pizza National Exposure

PR pros should always be on the lookout for ways to shine a light on their brands. When the right circumstances converge with proper preparedness, even the national spotlight is within their grasp. That was the case a few weeks ago for Chicago-based **Henson Consulting** (HC).

HC felt it had found a way to elevate **Giordano's Famous Stuffed Pizza**, a well-known Chicago deep-dish pizza brand, into trending conversations. The hook was **Major League Baseball's** National League Championship Series. Giordano's is the official pizza of the Chicago Cubs, and HC saw the MLB playoffs as a major news opportunity for Giordano's and began strategizing opportunities from the moment the Cubs clinched a place in the postseason.

GOAL

When it was announced that the Chicago Cubs were to face off against the **New York Mets** in the National League Championship Series in mid-October, HC jumped at the chance to reignite the age-old debate—Chicago deep-dish vs. NYC thin-crust pizza—to promote Giordano's. It was HC's goal to make Giordano's the most buzz-worthy brand in the conversation locally and nationally. This was an extension of their goal to position Giordano's as the number one deep-dish pizza in Chicago.

EXECUTION

The challenge was to make Giordano's the most talked-about pizza in Chicago during the series, and HC needed to craft a strategic plan to ensure the brand was visible to consumers while the Cubs were in the postseason. HC turned to some of its well-tested tactics and crafted a few new ones to execute the effort.

Capitalize on Current Events: HC strives to keep Giordano's in the news. When something with a possible national angle presents itself, being ahead of the curve is key for earning media coverage. Even before the Mets won their divisional series against the **Los Angeles Dodgers**, the HC team was aware that it needed to prepare a strategy surrounding a New York vs. Chicago pizza debate. This meant that once the Cubs and the Mets won their respective series, the HC team was able to mobilize immediately, informing Giordano's of its plans and bringing the brand into the conversation fully.

Foster and Cultivate Relationships: "Relationships are the currency of our business" is a common phrase in PR. In cases like this, it was evident. HC reached out to news outlets that showed interest in the pizza debate. The HC team contacted Chicago's top morning talk show, *Windy City Live*, and received confirmation that Giordano's would be part of a wager its talent and staff made with the nationally syndicated morning show *Live! with Kelly and Michael*, based in New York and starring Kelly Ripa and Michael Strahan. Each show bet that its hometown team would win the championship series. Upon a win for the Cubs, Ripa and Strahan would deliver New York pizza to Chicago hosts Val Warner and Ryan Chiaverini. In the event of a Mets win, Warner and Chiaverini would bring Giordano's to *Live! with Kelly and Michael*.

To add buzz, HC reached out to recommend a similar bet be placed between Chicago Mayor Rahm Emanuel (D) and New York Mayor Bill de Blasio (D). Knowing Mayor Emanuel is a fan of Giordano's, HC reached out to the mayor's office and offered up Giordano's pizzas to be part of a wager between the mayors. Chicago's mayor agreed. Although Mayor de Blasio never responded to the bet, Mayor Emanuel was quoted in *The Chicago Sun-Times* saying if the Cubs lost, he would make a contribution to a New York-based organization of mayor de Blasio's choice, and "sweeten the pot" with a case of **Lagunitas** beer and some "real pizza" from Giordano's. Several news outlets, including *The Chicago Tribune*, *Fox and Friends* and *amNewYork*, covered Mayor Emanuel's



PIE HIGH: We're sure Michael Strahan (right) easily can down those 6 deep-dish pies from Giordano's, but it might take Kelly Ripa (left) all day to eat just one. "Windy City Live" hosts Val Warner (next to Kelly) and Ryan Chiaverini delivered the pizzas.

offer.

Always Move Quickly: On Thursday, following the final game of the series, the hosts of *Windy City Live* informed HC and their audience that they planned to make good on the bet. The Mets' four-game sweep meant they would supply the entire *Live! with Kelly and Michael* crew with Giordano's deep-dish pizza on Monday.

To capitalize on the news, HC needed to move quickly to make the segment come off just two business days later. Without a restaurant in New York, Giordano's and HC needed to brainstorm how to ship, bake and present, on-air, nearly 40 deep-dish pizzas.

It was never a question of if, but how to make it work. Af-

ter reaching out to numerous NY-based restaurant contacts, test kitchens, hotels and more, HC decided the best option was to enlist the help of the **ABC Studios Catering** team, which had kitchen storage space available only two minutes away from the *Live! with Kelly and Michael* studio.

HC began coordinating on Thursday afternoon and facilitated and confirmed the following prior to the segment on Monday morning:

- **Ensured enough pizza could be shipped and cooked in time for an on-air mention and visual first thing Monday morning**, the day of the segment. To accomplish this, the deep-dish pizzas were frozen and put on dry ice to ship, and the ABC catering team received them on Saturday to handle and store prior to Monday morning.

- **Worked with ABC Catering to store the pizzas from Saturday afternoon until Monday morning** to ensure the pies shown on-camera not only looked appetizing, but also met the brand's standards for taste and appearance. The ABC Catering team handled the pies on Saturday and Sunday morning, with specific instructions from Giordano's. Upon arrival in New York, the pizzas were placed in a freezer and removed Sunday at 6 a.m. to begin thawing.

- **Ordered and coordinated the delivery and pick-up of two large convection ovens** to cook pizzas onsite at *Live! with Kelly and Michael* to maintain quality and freshness of the product; this ensured the pizzas were cooked and prepared with the same care and attention as they are given in Giordano's restaurants, which was a high priority for the client.

- **Organized a shipment of pizza boxes with client branding** along with other necessary materials for the segment, including pizza knives, spatulas and aprons for optimal brand awareness.

- **Enlisted the help of one of Giordano's best pizza cooks** to be onsite to prepare all the pizzas for the cast and crew.

Deliver on Value

On Sunday the HC and Giordano's teams headed to New York. To remain on budget, Giordano's sent its marketing director and senior pizza chef. HC sent one representative. Monday, the day of the segment, HC and the Giordano's team managed and facilitated all on-site activations in New York with vendors and show contacts, delivering the Giordano's pizzas to the studio, setting up the ovens on site and starting to cook the pizzas at 7 a.m. The Giordano's chef baked the pizzas for approximately 20 minutes, adding fresh sauce and parmesan cheese as needed, cooking up to six pizzas simultaneously in the portable ovens and six more in the studio's onsite kitchen.

By 9 a.m., all 36 pizzas were hot and prepared to perfection, with 12 pizzas for the on-air segment coming fresh out of the oven only ten minutes prior to the live shot. Val and Ryan delivered the pizzas to Kelly and Michael on camera, ensuring multiple brand mentions for Giordano's.

HC continued the conversation by delivering pizzas to *Windy City Live* hosts for on-air mentions and visuals on the show the following day, resulting in more earned media impressions for the brand.

RESULTS

- **Stories about the bets between the television shows and the mayors of New York and Chicago** received strong play in print, television and online. Total impressions topped more than 16 million for Giordano's—and this was before any baseball games were played between the two teams.

- **Prior to, during and after the national segment, HC garnered** an additional 24.8 million impressions for the Giordano's brand surrounding the wager between the hosts, including notable mentions in *AdWeek* and on Chicago's *ABC 7 Eyewitness News*, *Windy City Live* and *Live! with Kelly and Michael*.

- **After the show, the talent and producers from both shows** said the segment and logistics could not have gone any better and that the integration was a major success.

LESSONS

- **Relationships Are Key:** The plethora of media coverage surrounding the celebrity bets can be directly linked to HC's relationships with journalists. Multiple mentions in print and on television allowed HC to make Giordano's the most visible pizza brand during this timely occasion. While the story was tailor-made for press coverage and would have received plenty of play on its own merits, HC's contacts helped augment the extent of coverage. This is truly where the value of an established PR agency can come into play.

- **Make it a Habit to Capitalize on Current Events:** For PR professionals, it's important to constantly monitor trends, news and events that could be relevant to clients. One never knows when a competitor may jump in first and beat you to a big story, and staying ahead of the game by anticipating news stories and capitalizing on major events can pay off in the long run. Keep up with trending stories by enlisting a team to monitor for news every morning, including watching national and local morning news. Also, set proactive alerts to capture when clients are mentioned in the media.

- **Take Risks to Make Headlines:** Even though the mayor of New York never responded to the wager, media was eager to cover Mayor Emanuel's promise of Chicago pizza and beer to Mayor de Blasio. While the bet was never executed, the wager itself was newsworthy and drove the conversation.

- **Hustle:** Instead of saying that cooking 36 Chicago pizzas in New York was impossible, the HC team worked nights and weekends to make it happen quickly. Sometimes it seems like the easier option is the only way, but with a lot of hustle and passion, the team delivered major results.

CONCLUSIONS

By hustling and capitalizing on current events and relationships, Giordano's was visible on a national scale following the Mets-Cubs series in October 2015. ■

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1. Transparent Burrito: Kudos to Denver-based **Chipotle Inc.**, specifically its communications director **Chris Arnold**. Two weekends ago the burrito maker proactively closed 43 restaurants in OR and WA when health officials alerted the casual dining chain that they were investigating 20 cases of E. coli initially linked to six [now confirmed to be eight] Chipotle outlets in those markets. OR health officials said on Halloween three people in the Portland area and 19 in WA became ill after eating at Chipotle restaurants since Oct. 14. [Those figures also have risen since the story broke.] In the midst of this commotion Arnold responded to us quickly, answering questions about how much of Chipotle's reaction to the crisis—which has been good, so far—came from a prepared crisis plan. “It was a combination of planned and extemporaneous response, as I imagine the management of many issues are,” Arnold said. “The decision to close 43 restaurants when only six [now 8] had been linked to this issue was a game-time decision based on the information available at the moment, and a desire to do the right thing under the circumstances. The communication and response pieces have flowed more directly from our crisis plan.” Not only did Chipotle act quickly to close the restaurants, Arnold's initial statement, sent on request to media, took the right tone. It was apologetic and informative. “While this issue is in the early stages, we thought it was important to take swift and decisive action, and to provide a statement on those actions,” he told us. Later last week Arnold contacted us to say the company had created a site, <http://chipotle.com/update>, for the press and public. It answers



questions about the E. coli outbreak, provides useful information and includes updates about additional steps Chipotle voluntarily has taken to insure against a future outbreak. These steps, the site says, include “conducting additional deep cleaning and sanitization of our restaurants in the area; testing food in our restaurants and in our distribution center; discarding all food items in the temporarily closed restaurants, out of an abundance of caution; working with health officials as they conduct the investigation; retaining two preeminent food safety consulting firms (including Seattle-based **IEH Laboratories and Consulting Group**) to help Chipotle assess and improve upon our already high standards for food safety.” Yes, the E. coli outbreak is a blow to a former Wall St. darling that's been dealing with slowed profit growth and experienced other food-related health issues last summer, but the chain's transparent communications is preparing it for better days. As Arnold told us, “Right now, the priority is to work through the investigation so this can be resolved.”

2. COD: What do influencers most want? Money. A survey of 5,000+ influencers shows monetary compensation for services tops their list. And they prefer it on a per-post basis instead of affiliate partnerships, ads on their blogs or free product. Some 75% are unsure or believe they are being unfairly compensated. The survey also indicates influencers are careful about brands they associate with, preferring those that are authentic to their interests. Nearly 85% of influencers accept payment for posts, and the average cost for a sponsored post is \$200-\$500. Software firm **GroupHigh** sponsored the survey.



Rogers & Cowan CEO Mark Owens

3. Platform Prater: They've got to be hurting at **Twitter**. We told you last week about its disappointing earnings. Nearly all of rival **Facebook's** numbers were excellent last week. It posted an 11% rise in earnings for Q3 thanks mostly to increased ad spending. Revenue jumped a higher-than-expected 41%, to \$4.5 billion. The bad news came from costs and spending, which rose 68% due to a plethora of projects. Late Wednesday Facebook shares soared to a record high of \$105.97. Gaudy user figures exceeded the financials. Facebook said 1.55 billion people use it at least once monthly and 8 billion videos are viewed. – There were more indications last week that Facebook refuses to allow Twitter to be the sole breaking-news platform. Facebook is said to be working on a breaking-news app called Notify that will contain all forms of content from sources like *The Washington Post*, *Vogue*, **Comedy Central**, *Billboard* and CBS. Notify is expected to launch as early as this week, according to a piece in *The Financial Times*.

4. People Moves: FleishmanHillard named **John Saunders** to succeed **Dave Senay** as president and CEO. A 25-year vet of FH, Saunders founded Irish firm **FleishmanHillard Saunders** in 1990. He's moved from Ireland to FH's St. Louis HQ. – **Rogers & Cowan** named **Mark Owens** CEO. Previously, Owens was chief revenue officer at **Corbis**. He succeeds **Tom Tardio**, who left in July after 27 years. Tardio retains the title of chairman emeritus. – Congrats to our friend **Stephen Macias**, SVP and LGBT practice leader at **MWW PR**, honored in LA last week with the PRism award for outstanding achievement in public affairs. ■

PRNews

DIVERSITY HEROES AWARDS



Entry Deadline: November 13
Final Deadline: November 20

Does your organization live and breathe diversity, and not just pay lip service to it? Is there a communications professional on your team who is leading the charge for diversity in your workplace—from new hires to the executive team—and in its greater community? If you answered yes to either question (or both), then switch on the spotlight now by entering your organization or a PR team member in PR News' Diversity Heroes Awards program.

PR News' Diversity Heroes Awards will recognize individual PR professionals, agencies, brands, government agencies, academic institutions, professional associations and nonprofit organizations that have demonstrated commitment to diversity and excelled at communicating their diversity achievements. (Self-nominations will be accepted.)

Who Should Enter

Individuals

PR professionals of all titles and years of experience who have demonstrated over the past year leadership in building a diverse communications team, or leadership in diversity initiatives throughout an organization.

Organizations

Agencies, brands, government agencies, academic institutions, professional associations and nonprofit organizations that have demonstrated commitment to diversity and excelled at communicating their diversity achievements in the past year.

How Do I Enter:

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Questions?

Contact Rachel Scharmann at rscharmann@accessintel.com

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- Using social tools to manage your time more efficiently
- Use metrics to identify and focus on social media platforms that are most relevant to your audience
- Write measurement reports that can serve as a guide to the type of content you should be generating
- Learn the KPIs that matter most to management
- Create a measurement scorecard that translates dashboard output into easily digestible information
- Learn the difference between goals and KPIs
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