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## CASE STUDY

# How to Manage the Media Heat in a Red-Hot Story: PR Lessons From the French Train Heroics

Remaining on message, acting with integrity and creating a corporate culture where every employee feels confident enough to speak up about issues that could lead to crises were some of the lessons learned from a case study discussed by PR and communications pros from the defense and private sectors April 27, 2016, during the National Summit on Strategic Communications.

Joining the main subjects of the case study were Ray Ker-

ins, **Bayer** SVP head of communications, and **W20 Group** president Bob Pearson.

**U.S. Air Force** staff sergeant Spencer Stone, now 24, was one of three Americans who thwarted a terrorist attack aboard a French high-speed train en route to Paris in August 2015. Stone's boyhood friends **National Guard** member Alek Skarlatos and college student Anthony Sadler were the other two. Stone, a medic, was viciously cut on his neck, ribs

*Continued on page 3*

## MEDIA RELATIONS

BY MICHAEL SMART, PRINCIPAL, MICHAEL SMARTPR

# PR Pro or Pest? How Fewer Pitches Can Make You a Trusted Source

Take off your "PR pro" hat for a minute and put on your "shopper" hat.

"Space-saving PCs now 15% off!" That's the subject line in my inbox today. Looks like, because I bought a PC six months ago, they think I'll want another one. You know how you're constantly inundated with ads and offers and options for where to spend your money? How the web, social media and email make it ever easier for brands and retailers to tout their next best things?

You're probably like me: All of that info overload just makes you gravitate to what's familiar and comfortable to you. For some, that may be **Amazon**. Discount sites spring up

all the time, but with trusty Amazon Prime, you know in two days, it's on your doorstep.

Or maybe you love **Trader Joe's**. Yes, you could get thousands more products at a big box grocer, but you'd rather have across-the-board quality on fewer items. Maybe you can find vanilla crème-chocolate wafer cookies elsewhere, but you love your Joe-Joe's and that's what you want.

The point: An overabundance of options usually leads people to consolidate their trust into a few select providers.



*Continued on page 4*



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**JUNE 6-8, 2016**  
 THE RITZ-CARLTON, MIAMI, FL

**BIG 4 SOCIAL MEDIA SUMMIT & VISUAL STORYTELLING BOOT CAMP**  
**AUGUST 9-10, 2016**  
 SAN FRANCISCO, CA

# Consumer Engagement With B2C Instagram Videos Up Nearly 80%

With consumer brands there's no substitute for engagement. Another axiom is that video on social media is growing tremendously.

As engagement with U.S. consumer brands on **Instagram** grew 30% in Q1 '16 vs Q1 '15, primed by 15% growth in posts, the bigger story was a precipitous jump in video, according to exclusive data provided by **Shareablee** to **PR News**.

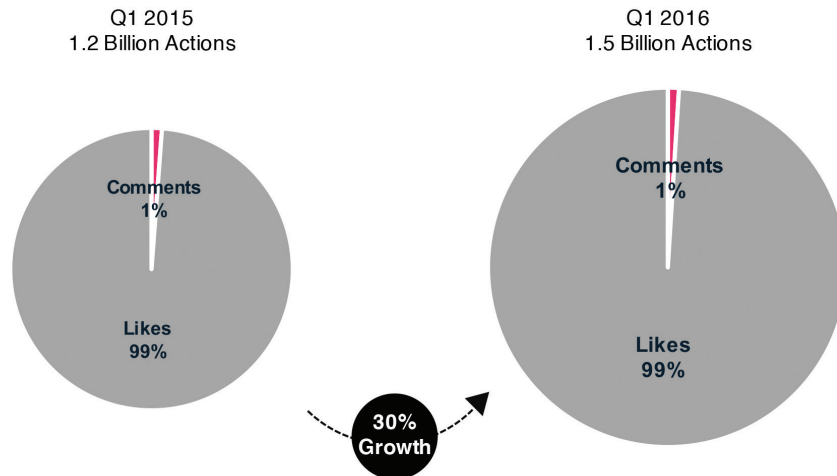
U.S. B2C brands' video posts on Instagram

rose 72% in the quarter vs. Q1 '15. Engagement with videos rose 78%. In Q1 '16, brands with most engagement on Instagram were fashion heavy.

The leader was **Victoria's Secret** (90 million engagements, up 102% year over year, 39% rise in posts). **Anastasia of Beverly Hills** was 2nd (80 million), followed by wearable camera maker **GoPro**, **Urban Outfitters** and emoji-laden posts from **Forever 21**. ■

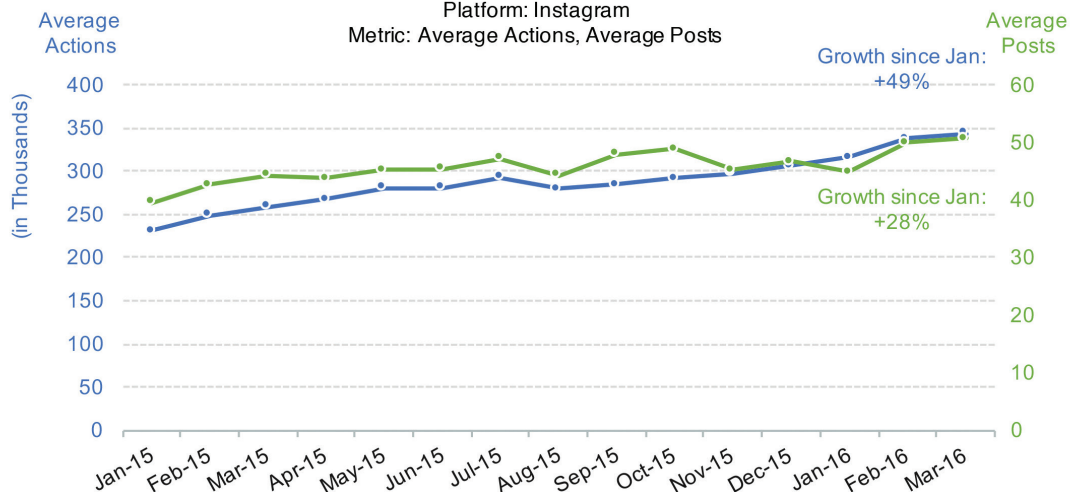
### U.S. B2C Brands % of Consumer Action Type on Instagram: Q1 2015 vs Q1 2016

Source: Shareablee, Q1 2015; Q1 2016  
 Platform: Instagram  
 Metric: Total Comments, Total Likes



### Trend: U.S. B2C Brands Average Instagram Actions & Average Instagram Content per Month

Source: Shareablee, Jan 2015 - Mar 2016  
 Platform: Instagram  
 Metric: Average Actions, Average Posts



# All Employees Need to Monitor for Crises

and hand as he helped thwart the attacker, who had several guns and box cutters. Despite his injuries, Stone helped save the life of a wounded passenger by applying pressure to the man's carotid artery for more than 30 minutes. Stone, Skarlatos and Sadler received the Legion of Honour, France's highest medal. President Obama honored them, too.

Once their story circulated around the world, the three young men were inundated with interview requests. Skarlatos and Sadler got publicists to help with the onslaught. The Air Force approached Stone with an idea to build its brand and raise morale by telling Stone's story to Air Force members, potential recruits, veterans and the general public. Lt. Col. Glen Roberts, director, Air Force Entertainment Liaison Office, was assigned to pitch the idea to Stone. "At first I didn't want to do this...I just wanted to go back to work." But Roberts sold him by "painting the bigger picture," that he could do something positive for the Air Force. Eventually Roberts was assigned to shepherd Stone through the publicity maze and later a seven-state, 60-city tour, including countless media interviews and appearances.

Stone relied on Roberts' knowledge of the media. Roberts didn't sugarcoat his assessments of Stone's performances. Bayer's Kerins said such honesty is crucial to PR success. "Surrounding yourself with [PR] people you can trust is different from surrounding yourself with those who will tell you what you want to hear," he said. "Unfortunately, [many executives] surround themselves with" the latter.

**We Want Him Now:** As the two jumped into the media abyss they discovered "everything was uploaded...*The Today Show*, *Good Morning America*, **CBS**, **CNN**...they all wanted him immediately...'If we can't get him this week we don't want him,' was the refrain," Roberts said. A longtime communicator, even Roberts was surprised by this "fierce competition." Roberts was able to temper some of those demands by providing Stone and the Air Force Secretary to the morning shows. Still, with a 15-minutes-of-fame subject, immediacy was the rule. "[Stone] had 30 requests to throw out the opening pitch" from baseball teams. Yet with the baseball season nearly over, they, too, were ASAP, Roberts said.

Roberts quickly realized that "every decision you make" to do an interview or an appearance or pass on one, "you

create a winner and a loser." So each of those decisions was carefully considered, he said. "You have to do your research." He credited the Pentagon for excellent research support.

**Stand Back:** Staying on message was another issue. With Stone's fame came perks and monumental swag. Jimmy Kimmel presented Stone with a Camaro, for example. "With all that, it's easy to get off message," Pearson said. Roberts kept Stone grounded by emphasizing talking points about his message: "You can't go wrong doing the right thing." Yet Roberts admitted one of the lessons he learned was to avoid over-managing his star client. "The product [Stone] sold itself...[Stone] was mobbed everywhere...celebrities wanted to meet him," including star athletes and filmmaker Steven Spielberg, who sheepishly asked for a photo with Stone. "I just stepped back," Roberts said.

The hero's reception Stone received was in stark contrast to most corporate brand scenarios. Corporations often are seen as bad actors. To counter this, brands need to talk "with the outside world" about their culture and what they stand for...not just [financial] numbers," Kerins said. Indeed, Bayer now is #36 on the Reputation Institute's new list of most reputable brands after not being on the list in 2014.

**Crisis Lessons:** Taking other PR lessons from Stone's story, Kerins praised Stone's willingness to take action instead of allowing a problem to fester. Kerins noted in corporate settings sometimes when an employee spots a problem "your boss tells you to keep quiet," so it can develop into a crisis. "Communications' job is to stop things before they become a crisis," he said. Why do so many companies allow small issues to become crises? he asked rhetorically. First, some CEOs don't want to see problems. Second, CEOs may be too distracted by other things to spot a crisis forming. "That's why you need a team watching" and why a culture where every employee is watching is important (*PRN*, April 18).

Pearson also praised Stone for acting. "That train was like a company. There were a lot of people on it who did nothing. You decided to make a difference. People who want to resolve issues, those are who you want in a crisis." ■

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# Grow Your Influence By Pitching Fewer Contacts

“Once you’re sure you understand what’s useful and relevant for your specific media targets, you’ll feel very natural and comfortable reaching out to them.”

Surveys repeatedly show it’s the same with TV. We have hundreds of channels, but people stick with the same dozen or so channels most of the time.

Put your “PR pro” hat back on now. How does this relate to the way journalists and bloggers deal with the frenzy of PR people reaching out to them all the time?

You would assume that, with their emphasis on impartiality, they take a little bit here, a little bit there from a broad cross section of the people who contact them. But that’s not the case. It’s human nature; these embattled influencers who are struggling just to keep their heads above water actually develop a relatively few trusted contacts and go back to them again and again.

I see this with my most successful coaching clients. They’ve watched as resistance to their outreach wanes and then is replaced by requests for help from the specific influencers that matter most to them.

Journalists call such trusted folks sources. That’s where you want to be.

The rest are dismissed as noise, pests, or worst, flacks who get in the way more than help.

So how do you go from unknown or flack to source?

I’ll cover lots of successful strategies in this space in the coming months. But the key first step is to narrow your focus to a manageable number of media influencers. Just like they can’t keep up with every person trying to get their attention, you can’t be all things to all journalists.

## ADDITION BY SUBTRACTION

**Spend 80% of your time reaching out to the top 20% of your media list.**

When I moderate panels or webinars with working journalists, it’s difficult to get them past their most frequent complaint about PR outreach: “These people don’t read my column/watch our show/listen to our podcast.”

We get that. We’ve heard it a hundred times. But they keep saying it.

Want to stand out from the hordes of pitching pros vying for their attention? Show up actually knowing what they’ve covered recently. And be able to add value to it.

If we already know that’s what they want, why don’t we consistently do it?

I hear you: You’ve got so many competing demands on

your time. Maybe pitching is just one of the many hats you wear at a brand or organization. Likewise, maybe you’re at an agency serving so many different clients that it seems impossible to keep track of all the journalists across their various industries.

As I mentioned above, let me give you permission not to track them all. Just pick the top 20%. For most, that’s about 10 influencers. Come to know them and their work almost intimately.

This approach creates a mathematical aberration — you actually *multiply by subtracting*.

When you focus on fewer influencers, the depth and substance of your outreach to them increases. And so does their likelihood of response.

PR pros always ask me, “How do I reach out to journalists and bloggers via (insert channel here: **Twitter**/email/phone/carrier pigeon) in a way that comes off as genuine and not pesky?”

You easily can come off as pesky to a journalist no matter which channel you use. The best way to come off as genuine is actually to *be* genuine.

Once you’re sure you understand what’s useful and relevant for your specific media targets, you’ll feel very natural and comfortable reaching out to them. Your manner might even seem aggressive to someone else. But it won’t be awkward for you, and it won’t be for your target influencers, because the subject matter will be so on point that it will be helpful to them, not annoying.

To illustrate, here’s the current status quo that a journalist is accustomed to seeing in her inbox:

“Dear JENNIFER JOHNSON, Beneficial Computing today announced the launch of its best-in-class digital currency encryption algorithm, Plaid Mango ...”

Contrast that with the approach you’d use naturally when you actually follow her and her outlet:

“Hi Jennifer, I know that one of the “Obsessions” you cover at Quartz is Digital Money, and I saw your tweet about your personal hesitations with bitcoin. I can relate: I got ripped off like that, too. Have you heard of Plaid Mango? It’s a cash-sending platform with a new type of security...”

Whether they follow through and share the info you’ve sent with their audiences or not, they’ll remember you. And eventually, when you’re consistently helpful, they’ll reach out to *you*. Once you’ve achieved source status, everything gets a lot easier. ■

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# It's Good to Be King: How Creating Quality Content Solves SEO Issues



Keyword-based SEO is a trap. Most of us know that keyword stuffing is a bad idea, but many aren't aware that most of the effort put into keywords is of low consequence. Keywords shouldn't be viewed as a primary metric but rather as a natural result of effective content that brings value to the target reader. Algorithms are smarter these days, and effective conversion comes from truly understanding the voice needed to reach the ideal target market.

## SEO ISN'T DEAD, BUT THESE MYTHS MUST DIE

Before we get too far into that, let me touch on stubborn, enduring SEO myths that need to bite the dust. **Google's** algorithms underwent major changes in 2011 with its Panda update. A subsequent update in 2012, Penguin, pushed things even further. The primary focus was to reduce the impact of sleazy SEO tricks for ranking pages higher and increase the relevance of high-quality content:

- ▶ **Myth:** Keywords matter and we should stuff them anywhere we can.
- ▶ **Truth:** Keyword phrases stuffed into written content for supposed SEO gains are obvious. There's no reason why "San Francisco car mechanic" should show up once, let alone 10 times, in a 500-word piece. Rather than getting ranked highly, all you'll end up doing is losing credibility with your target reader and diminishing your search engine rankings.
- ▶ **Myth:** Links matter, too, so let's swap links anywhere we can.
- ▶ **Truth:** The days of submitting a press release to dozens of directories for exposure are long gone. These directories worked during a time when search algorithms didn't know how to differentiate a link from a reputable source and one from a site with millions of links meant to trick crawlers. Directories don't work, and really, did they ever? I'm sure all the journos out there are just scouring directories to find that hidden nugget of a press release.

There are other myths, but these are our focus. The common thread between the two is the elimination of so-called SEO tricks that helped boost exposure at the expense of quality for the reader. Today, Google plays the role of the search engine police, penalizing sites that try to abuse these two strategies. But the real question is, why would you want to even try?

One thing to understand throughout this discussion is that we're primarily concerned with optimization as it pertains to Google. While I won't go as far as to claim other search engines—most notably, **Bing, Yahoo!** and **Ask**—don't matter, it's true that their combined market share pales in comparison to Google. Google users accounted for 68.8% of all U.S., desktop-based searches, according to a January 2016 report by **comScore**. Globally, that shot up to 89.3%.

Yet Google's not the only company concerned with giving users a great experience, so it's sensible that most of what we will explore will play nicely with all major search engines.

## CONTENT IS KING, BUT ONLY IN ITS DOMAIN

We all know content is king, yet it can be argued that this is half right only. After all, quality content doesn't actually get eyeballs to the site; it just keeps them there. What the adage really means to say is that, assuming you get your target market to your site, valuable, high-quality content is what will keep it there. This is important if you want a chance at having those readers respond to your calls to action. Remember, traffic for the sake of hits does nothing if it doesn't accomplish specific goals:

- We need more buzz about an upcoming event to increase ticket sales and thus increase the chance of media coverage.
- We want more downloads of our brand's app, leading to more in-app purchases and thus greater revenue.
- We want investors to learn of our brand to bring in more funding.

*Continued on page 6*

## THE SOCIAL MEDIA GUIDEBOOK

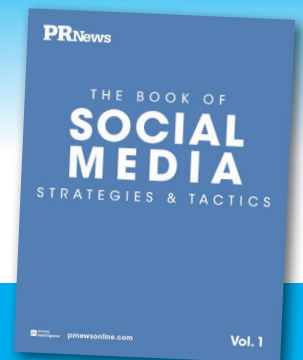
This 11-chapter guidebook focuses on communicating in a mobile and social world, winning the attention of audiences on the platforms most important to PR and marketers, social media listening strategy and technology, social media measurement and so much more.

### Chapters Focused On:

- Facebook
- LinkedIn
- Pinterest
- YouTube
- Blogs
- Twitter
- Instagram
- Google+
- Tumblr
- Snapchat

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“**Quality is what will build successful exposure. Focusing on keywords or links for their own sake is wasteful and can bring spam. The basics still boil down to building value for a brand.**”

These goals make sense, and they provide a focus for SEO. Keywords help bring in traffic, but if those keywords misled the visitor into thinking the site would have other information than what was found, the marketing budget will have been spent without results. This abuse of keywords often is a primary culprit in wasted marketing budgets that yield little in the way of results.

All this is not to say that keywords are not relevant. The contrary is true. Keywords serve as an invitation to search engines and as validation to interested readers. If you're bringing value to the reader, keywords happen naturally by way of writing on the subject matter. Search engines see this and reward the page with higher search result placement. In turn, readers find the content more relevant to their search and stick around longer.

### THE KEYWORD: WHAT IS IT GOOD FOR?

Where keyword strategy comes into play is in diversification and analysis of which versions of what you want to say yield the best results.

Representing a Republican candidate? “GOP polls” had nearly 12 million searches in February 2016, according to Google. “Republican polls” topped that with 15.8 million. Both were dwarfed by “presidential polls,” coming in at 52 million.

When writing about a subject, it pays to look at common themes and terms and compare them to similar terminology. Is there a term that says the same thing, wouldn't require changing the text much (apart from rewriting a sentence or two), yet would show up more often when my target market searches for this information?

Keywords also play an important role in titles and headings. Search engine crawlers like to check for keywords within headings to determine just how relevant the page is. After all, if your main points have nothing to do with the keyword, how likely is it that the page is relevant to the search?

Titles are even more important. Eight of 10 people will read a given headline, but only two of 10 will click on it to read the article, according to the content marketing gurus at **Copyblogger**. When content shows up in a search result or social media news feed, readers filter what they consume based on headlines. Journalists have been doing the same

thing to your press releases for decades, be it by judging your elevator pitch, email subject line or Twitter pitch.

### NO SUBSTITUTE FOR QUALITY

The main point to remember is that quality is, above all else, what will build successful exposure. Focusing on keywords and links for the sake of keywords and links brings about spam and results in wasted spending by your brand. The brand isn't paying to get more people to click on a link; it's paying for realized business goals.

As in the past, before the Internet changed the landscape, the basics still boil down to building value for a brand. Is your content doing justice to the brand?

- **Is the voice representing the brand?** If the writing doesn't reflect the brand's attitude, the target market won't identify with it. It's difficult to ask readers to follow through with a call to action if they don't think the brand is meant for them.

- **Is your guest blog post targeting the right audience?** Many in PR have taken to counting a guest blog post as a win if it lands on a highly trafficked site, but what use is that if the source site has no synergy with your goals? Seek sites that mesh with your brand's needs—for example, a muscle-building forum if you're a workout supplement brand; a programmer's tip site if you're working with a carpal tunnel surgeon; or perhaps a cultural appreciation site in which to place a blog from your exotic tours client.

- **Are you addressing the reader's needs, or the brand's?** I see this all the time with press releases, where there's nothing interesting being said, but the fact that a press release has been issued helps stroke someone's ego and calms a brand executive into thinking something is being done. These are self-serving pieces that don't answer the “Why should I care?” question, and they use keywords to bait readers into clicking on the release. This quickly diminishes a brand's reputation, and it could hurt chances of the media bothering to take a look at future statements.

### THE GOLDEN RULE

Many have butchered the golden rule to fit their theses, so I don't feel too bad for using a similar analogy: Optimize your content the way you would want to have it optimized if you were searching for that information. That pretty much sums up Google's approach to its algorithm refinements.

SEO isn't meant to be a silver bullet for attracting Web traffic. Rather, it's a reward for doing everything right. In PR, the goal is to present your brand in a good light and manage its reputation. Refining your writing, as well as being mindful of keyword strategy and collaborating via other channels, such as guest blogging or social media, results in a stronger brand and greater attention to your content.

We're in this to build brands and reputations. Let's not squander them by trying to game the SEO system. ■

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# Loving Communications: 10 Tips to Help Humanize Your Brand's Message



Science is deceptively void of emotion. There's a Big Bang, a periodic table and numbers. But they can get awfully dry, and so can technology—at least on the surface.

Let's take a motherboard, for example. Marketers often resort to jargon and acronyms that few people understand or care about. Materials can be sterile and lifeless; you could even argue we do technology a disservice, stripping it of a power we fail to readily see.

On the other hand, love is what makes us *Just do it*. It's the *Happiest Place on Earth*. It's what makes you care enough to *Send the Very Best*. Love is also what makes us *Think Different*. While it's easy to see the love in **Nike**, Disneyland and **Hallmark**, it wasn't always so obvious with computers.

And yet, **Apple's** early campaigns taught us that motherboards lend themselves quite well to emotion. The science behind an iPod, for example, is less important than the fact that it won't skip while we dance. The guts of a text message are less compelling than the idea that they help me connect with my kids, whether they're at college or down the hall. That's not an ordinary circuit. It's the strongest kind of love in the world.

## APPLYING LOVE TO TECH COMMUNICATIONS

Love marketing works on the B2B side as well. Think of **Cisco's** "The Perfect Gift for Valentine's Day" video for the ASR 9000 router, or **Kinaxis's** take on the challenges of dating with the New Kinexions ad series. The intersection of love and technology is an exceptionally fertile space for communicators. Tech companies find an undeniable upside in showing how their wares will enhance our experience of family, friends and the pursuit of happiness by making us better connected and better understood. In technology, love-based marketing is just that: the unconditional commitment to cultivating growth via human engagement.

The beautiful thing about love-based campaigns is they can span all types of technology, from a mouse to satellites. The key, of course, is that love marketing humanizes technology. When we can relate to something because of an emotion, then by definition we also are building a stronger brand.

As an example, cybersecurity offers a huge repertoire of love-themed angles. On the consumer side, we're no longer just protecting our home computers from viruses. We're protecting our children from bullies, boosting their self-esteem, and helping them lead happier lives. On the corporate side, we're protecting sensitive information while we access it from the range of devices we use to stay productive. This is science allowing us to be more confident in our work, which lets our employers and customers be more confident in us.

Still, breaches in cybersecurity can lead to devastating emotional and material losses. The horror of such incidents can lead communicators down a path of terror, tempting marketers to write ads, web copy, blog posts and press releases

full of negative language about the dangerous and depressing world. "Without our products, you'll be exposed and bankrupt."

By contrast, there's tremendous optimism in the message that we can leverage technology to make life better and business good.

The campaigns that restore faith in humanity are those that the public embraces the most. People *want* to feel good. As much as misery loves company, messages of love and warmth draw attention and appeal to a different ethos. As a marketer, why not lead with the positive? "With our products, you can get home safely and on time."

Today's world is a volatile, vulnerable place. Fear breeds fear. But to be held in the mind of another, to feel like someone cares, is a phenomenon we can produce and reproduce in every component of tech communications. To that end, I leave you with a list of loving tactics:

10. Always ground a product in how it touches humanity.
9. Build campaign themes and content from the heart, not the pointed finger.
8. Ground speeches, op eds and blog posts in personal anecdotes that show you can relate on a human level.
7. Be willing to change campaigns quickly when world events make them irrelevant or insensitive.
6. Tell the truth. Provide a balanced view. It is the only spin you'll ever need. Take a step back. Does what you are reading, hearing and viewing make you feel good?
5. Consider donating a percentage of your company's annual profit to charities that your employees identify. Give pro bono work a regular place in your day-to-day operations.
4. Be willing to publicly fall on your sword if you make a mistake. It won't kill you.
3. In the store or marketplace, offer special amusements for children and seniors. This allows your customer to exhale and focus on your product.
2. Show your customer that you acknowledge and embrace the ways they may be different from you; your product is the tie that binds.
1. Call your mom.

While love marketing isn't a new concept, I see a comeback. The public is demanding an increasingly transparent and socially responsible approach to business from its favorite brands. Technology companies have a real opportunity to innovate beyond the silicon. Love, positivity, emotion and connection are exactly where marketers can demonstrate their indispensable value, and change how we live and work for the better. ■

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Rest in peace.

**1. Still Spilling:** This might be one of the best motivators for having a crisis plan in place, regularly rehearsing said crisis plan and creating a culture where employees are encouraged to speak up about problems before they become crises: The 2010 **BP** oil spill in the Gulf of Mexico still is costing the brand. In addition to the angst of having a picture of the disaster splashed across page 1 of *The Wall Street Journal*, the story accompanying the picture said BP disclosed the spill recently cost it nearly \$1 billion. The additional funds stem from settlements in several lawsuits, BP said. The total payout from the disaster now stands north of \$56 billion, including a \$20 billion package to quell state and federal claims. The total likely will rise as additional suits are settled, BP said.

**2. An Honest Mistake?** You know social media takes unkindly to brands that it perceives as opportunistic and inauthentic. More evidence: the social outcry over iconic brand **Cheerios** and its apparently innocent tweet in memory of iconic musician **Prince**. The offending tweet (*pictured*) showed the words “Rest in Peace” with an individual piece of Cheerios dotting the i. While other brands incorporated products into their Prince tributes, they were judged to be authentic. For example, **Chevrolet’s** tweet showed an understated picture of a 1963 red Corvette, with the words “Baby, that was much too fast” and the years of Prince’s life, 1958-2016. The tweet quoted lyrics from one of Prince’s best-known songs, “Little Red Corvette.” Prince never wrote a song about breakfast cereal, so Cheerios’ tweet was deemed exploitative. Cheerios later deleted the tweet.



Chris Bosh

**3. News Bits:** PR firms generally avoid taking public stances on controversial subjects, yet **Ogilvy & Mather** waded into shark-infested waters, literally, releasing a PSA aimed at Hong Kongers, urging them to halt consumption of shark fin soup. Sharks face extinction and Hong Kong is one of the world’s leading consumers of shark fin soup. Set to run on **YouTube** and **Facebook**, the film “pulls no punches in demonstrating the horrific consequences of the” area’s “age-old, popular menu item,” the firm said in a statement. Aimed at younger audiences, the film shows a Hong Kong bride and groom cutting off a shark’s fin on their wedding day. The practice is linked to an ancient tradition associated with wealth and prosperity. — Gotta love it when employees take communications into their own hands. **Miami Heat** player **Chris Bosh** has been sidelined for months with “an undisclosed medical condition,” and he’s out “indefinitely,” the **NBA** team says. Bosh has said nothing to the media in months. Yet in early March Bosh released a statement through his personal publicist, “I remain positive that I will be able to return this season.” The team denied it. Then last week his wife, **Adrienne Bosh**, took to **Twitter**, creating a #BringBoshBack hashtag. Following that, Bosh posted a video showing him shooting baskets in an empty arena with the words, “Still got it.” Maybe, but in response the Heat said there’s no update. — Oh, video wars. At press time **Bloomberg** reported 10 billion videos are watched daily on **Snapchat**. This bests **Facebook**, which said in Feb it had 8+ billion daily video views (*PRN*, Feb 1). — Also at our deadline embattled pharma **Valiant** said it filed its late annual report, squelching a default threat (*PRN*, Mar 28).



Felicia Collins, VP, Corporate Communications, Tyson Foods

**4. Grumbling Journalists:** You can quibble that the sponsor of this study, a digital communications platform, had a stake in its outcome. Yet it’s hard to dispute the takeaway for brands: Journalists think online newsrooms are lacking. In a big way. Just 6% said digital newsrooms met expectations. The biggest beefs: lack of access to useful contact information (69%) and multimedia content, such as downloadable photos (65%). Poor search tools (54%) and lack of current information (53%) were also noted. Still, they come. 95% of journalists said they visit online newsrooms at least monthly. Digital communicator **Isebox** sponsored the poll of 236 journalists, including *PR News*.

**5. People:** A veteran of communications at **Lifetime** and **A&E**, **Les Eisner** is leaving cable for the world of broadcast, as SVP corporate communications, **Fox Broadcasting Co.** Eisner began his career on the agency side at **The Lippin Group**. — **Tyson Foods** named **Felicia Collins** VP, corporate communications, overseeing PR, social media and internal communications. Earlier she was at **Edelman** in Washington, D.C. — **Estée Lauder** named **Damon Burrell** SVP, consumer engagement, and **Anna Klein** VP, corporate affairs. — **Monica Bouldin** joined **R&R Partners** as VP. Most recently she was EVP and GM at **Hill+Knowlton Strategies**. — **WE** named **Steve Kerns** GM and SVP of its San Francisco office. Kerns’s prior stops included **Edelman** and **FleishmanHillard**. — **Envionics Communications** promoted **Mimi Carter** to SVP/GM of its D.C. office. Previously, she ran communications and marketing at the **Corcoran Gallery of Art** and Corcoran College of Art in D.C. ■



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