

Images, Video, Infographics, Data and Your Press Releases: What Works? What Doesn't?

Bianca Prade. SKDKnickerbocker. Senior Vice President.

We develop integrated earned and digital media winning strategies for clients including brands, non-profits, trade associations and political leaders.



American University

Adjunct faculty member in the School of Communication's graduate program.

George Washington University

Adjunct faculty member in the Strategic Public Relations graduate program.



*Don't focus on the technology. Focus on the end goal and how to **create business value** using digital media.*

~ Charlene Li

500 to 1,000

Whoa! That's a broad range. Many reporters get this many emails a day, many of them press releases and pitches.



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Aha! Moment

Leverage **social data** on
financial reporter
targets to tell our
client's story.



Client: Global Nutrition and Weight Management Company



The Issue: Company under attack by a short seller trying to drive the company out of business. In the spring, a documentary was released, which presented a one-sided depiction of the company. Our work was focused on telling the company's positive story and fighting back against misperceptions and accusations.

Client: Global Nutrition and Weight Management Company

Truth Campaign

Launched with the goal of fighting back against each and every accusation

Proactive Storytelling

Through website, social media, real-time monitoring and rapid response

Engaging Financial Press

Ad Parlor Social Data Partner & Twitter Tailored Audiences \$

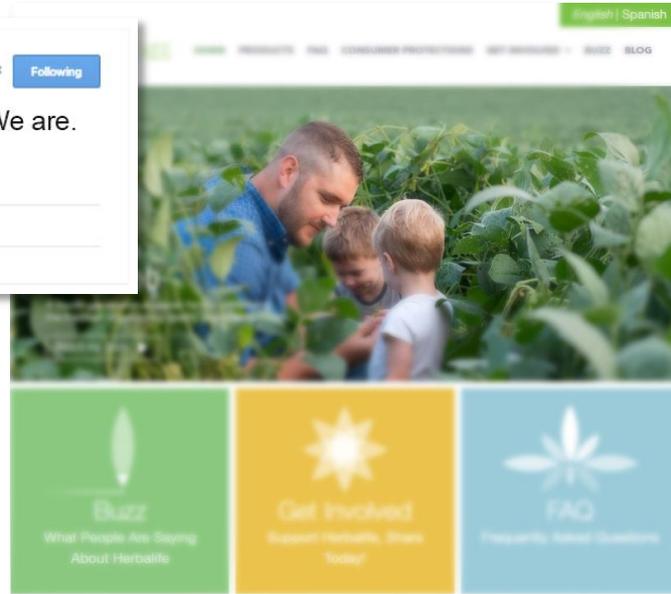


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Client: Global Nutrition and Weight Management Company

Arranging a Response

We built a website and new social media accounts dedicated to responding to the criticisms waged against our client.



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Targeted Twitter Ads

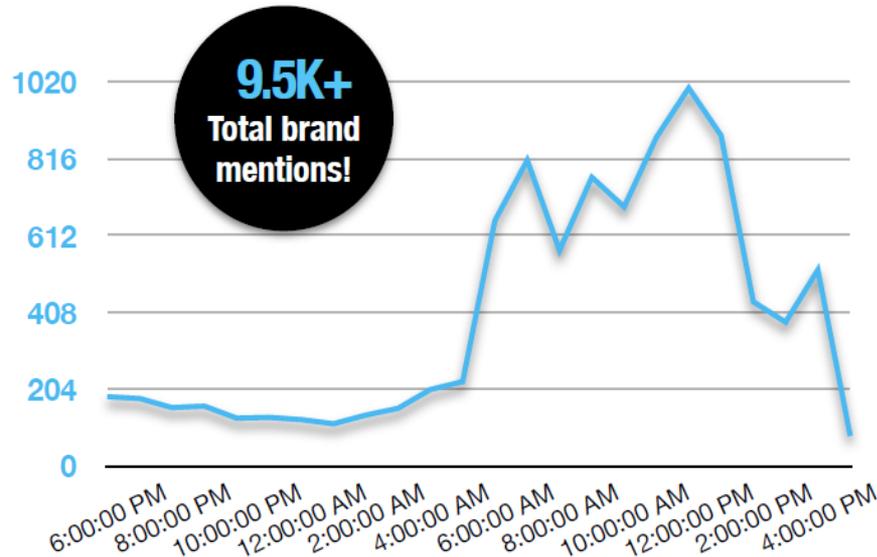
Looking at a variety of data points, we sought to best direct our funding to achieve the lowest possible cost per engagement.

Promoted Tweets Keyword	Promoted Tweets Tailored Audiences	Promoted Tweets Interests	Promoted Accounts
64,665 impressions	3,804 impressions	1,423 impressions	4,8314 impressions
\$.33 average CPE	\$ 1.22 average CPE	\$.63 average CPE	\$3.44 average CPE
5,109 total engagements	61 total engagements	87 total engagements	148 total Follows
8.03% eng. rate	1.60% eng. rate	6.22% eng. rate	.31% follow rate

Client: Global Nutrition and Weight Management Company

Engagement Over Time

With the launch of the microsite and new dedicated social media account in conjunction with targeted ad buys, online engagements quickly spiked!



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Client: Global Nutrition and Weight Management Company

Influencers Take Notice

Major news outlets covered the media response we curated for the client.



Aha! Moment Take 2: If a picture is worth a thousand words...

Storylines can be conveyed using visuals. Create a series of visuals to accompany your **press release**: Infographics, video, sharable images for social.



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◀ **PRESS RELEASES**

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The Coca-Cola Foundation and The Coca-Cola Company Give Back \$106 Million to More Than 230 Organizations Globally

By: [The Coca-Cola Company](#) | Feb 13, 2017

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Community contributions equal 1.2 percent of company's 2016 operating income

ATLANTA, Feb. 13, 2017 – The Coca-Cola Foundation and The Coca-Cola Company together donated more than US \$106 million to more than 230 organizations in 2016. These contributions will directly benefit communities across more than 200 countries and territories, with approximately 97 percent of the grants focused on The Coca-Cola Company's core sustainability priorities of women, water and community well-being.

PRESS RELEASES

Topic

All Topics



Added Apr 18, 2017

"Share a Coke" Returns with More Names, More Flavors and More Ways to Enjoy Ice-Cold Summer Refreshment

Added Apr 13, 2017

smartwater® and Jennifer Aniston Keep Moving Forward in New Advertising Campaign

Added Apr 3, 2017

The Coca-Cola Company Congratulates China Bottling Partners on Significant Refranchising Milestone

> SEE MORE

Coca-Cola Basic Example



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The Coca-Cola Foundation and The Coca-Cola Company donated more than USD \$106 million to more than 230 organizations in 2016. These contributions will directly benefit communities across more than 200 countries and territories, with approximately 97 percent of the grants focused on The Coca-Cola Company's core sustainability priorities of women, water and the community well-being.

"It's an honor to support the missions of so many deserving and impactful organizations," said Helen Smith Price, president of The Coca-Cola Foundation and vice president of global community affairs for The Coca-Cola Company. "It's only when we work together that we have the opportunity to change lives and create meaningful change in communities."



[Coca-Cola Giving Back By The Numbers: Click Here for Infographic](#)

The breakdown of 2016 contributions is as follows:

The Coca-Cola Foundation awarded and paid \$72 million in the following areas:

- \$7 million to support women's empowerment initiatives;
- \$27 million to support water and environmental initiatives; and
- \$38 million to support community strengthening initiatives including education, youth development, HIV/AIDS, arts and culture, and humanitarian/disaster relief

RELATED STORIES



Infographic: Giving Back - 2016 Impact

Journey Staff
Coca-Cola's Helen Smith Price Makes
EBONY POWER 100 List

The Coca-Cola Company
The Coca-Cola Foundation Gives Back
\$84.5 Million in 2015 to Benefit Nearly
300 Organizations

SUPPORT

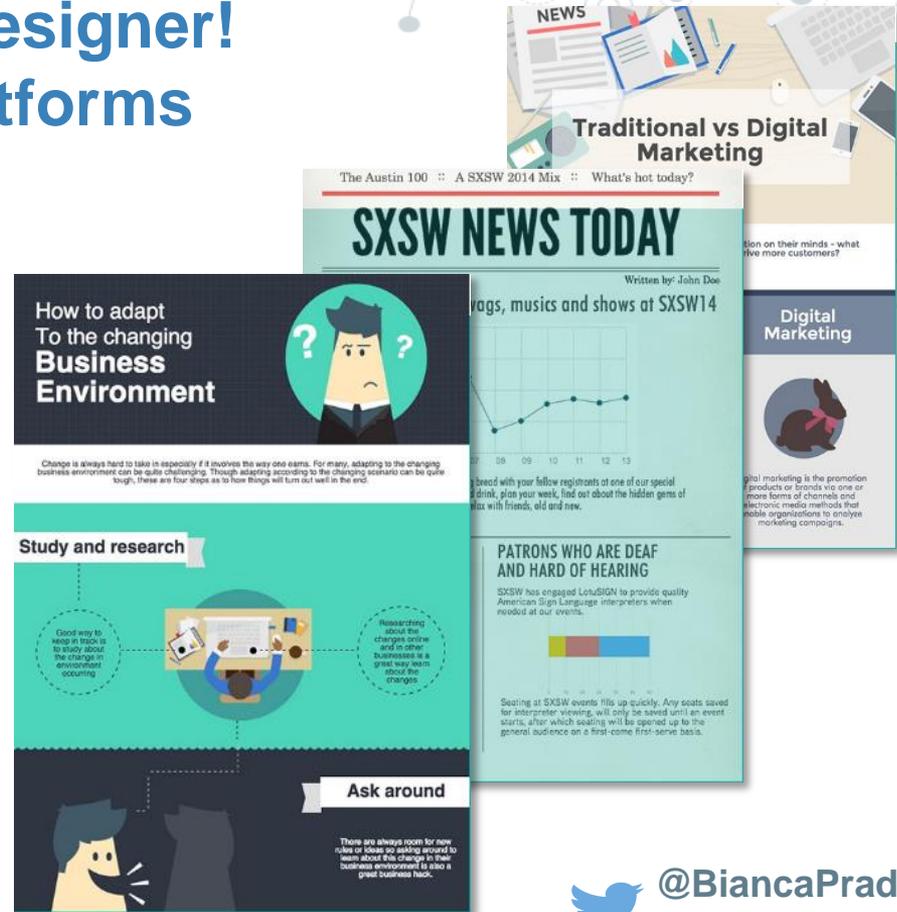


Coca-Cola Visual Example

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You too can be a graphic designer! Make use of new online platforms to enhance your work.

Websites like [Piktochart](#)
and [Canva](#) give you the tools
to make unique and
customizable infographics
that are sure to impress!



Thanks!

Any questions?

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