ANATOMY
OF A SUCCESSFUL PR TEAM

DAVID TINSON
VP of Integrated Communications
Electronic Arts
@Dptinson

CHARLES KHA
Director of Digital Communications
Electronic Arts
@charleskha

DUKE INDRASIGAMANY
Senior Manager of Integrated Communications
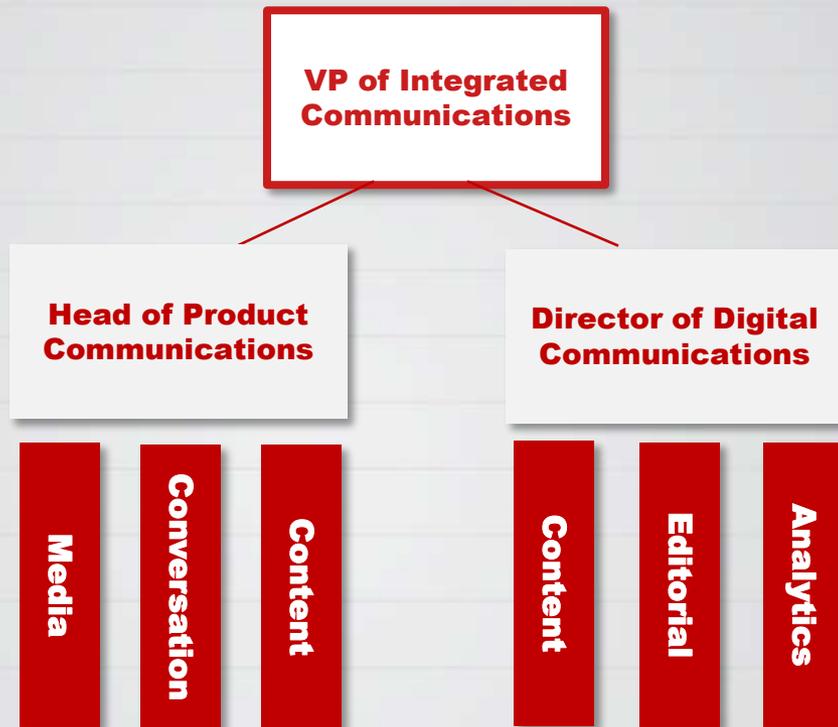**EA SPORTS**
@EASPORTSDuke

MITCH GERMANN
Senior Vice President
FleishmanHillard
@MCG5

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COMMUNICATIONS LANDSCAPE

- The communications landscape has changed

- Opportunity to share narrative directly with consumer

- Implement newsroom mentality to drive connection with fans

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HOW TO
STRUCTURE AN INTEGRATED TEAM

VP of Integrated Communications

Head of Product Communications

- Media
- Conversation
- Content

Director of Digital Communications
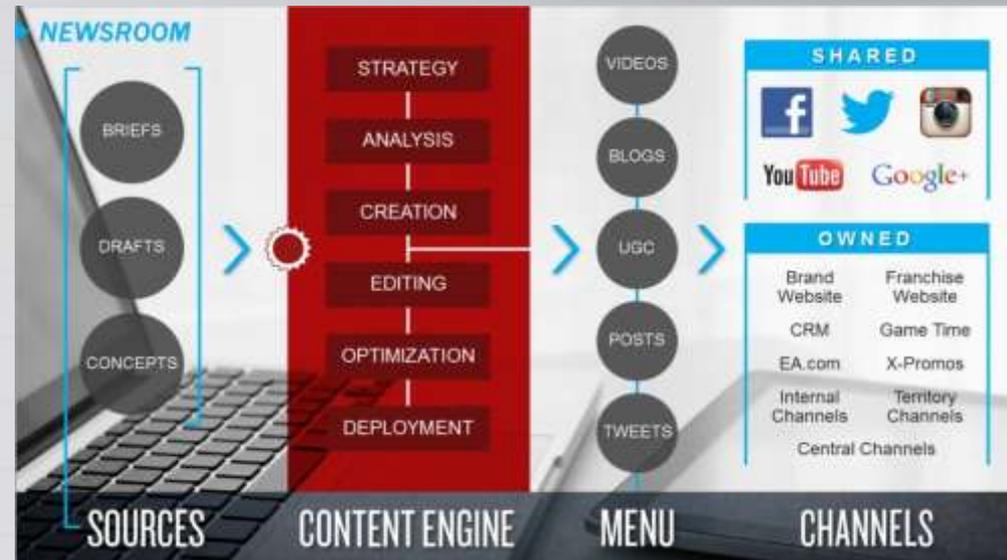
- Content
- Editorial
- Analytics

Key elements of structuring an integrated communications team:

- Build team from the ground up that partners media, conversation and content

- Redefine "Community Manager" into two functions: social content and social conversation

- Hire former journalists with strong editorial and content backgrounds

- Content is the thread between product and digital

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HOW TO
CREATE A NEWSROOM

Put processes and resources in place to ensure discipline from brief through publish

- Cross-functional newsroom meetings
- Content relevance and performance
- Data-driven decision making

- While monitoring the real world hockey conversation, the NHL content team posted factually incorrect content based on false media report

- Once identified, the team worked through the conversation engine to take a creative approach to addressing the news

- The post generated:
  - 2,000 retweets (+975%/avg.)
  - Connected with 752,000 users for 1.1 million impressions

HOW TO
LEVERAGE BIG DATA TO CREATE RELEVANT STORY LINES IN REAL TIME

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Utilize in-game data to insert EA SPORTS into relevant, trending and breaking real world stories in real time

- Team in place to actively monitor conversation to spot opportunities

- Coordination with analytics team to attain data in real time

- Look ahead for future opportunities to mine data

EXAMPLE
MADDEN NFL ANIMATED INFOGRAPHIC

Madden NFL 13 Through Week One of the NFL

- Leveraged timely hook of NFL season kickoff to insert *Madden NFL* into conversation

- Developed a compelling visual using *Madden NFL* gameplay data and in-game art to create a compelling piece of content

- Infographic generated:
  - 14 stories, 2M+ impressions
  - 1,200+ retweets
  - 20,000+ Facebook likes

HOW TO

ACTIVATE EMPLOYEES TO AMPLIFY AND INTERACT WITH CONTENT CONSISTENTLY

Equip employees with the tools and knowledge necessary to navigate and amplify EA SPORTS content in the always-on digital world

- In person comprehensive employee training
- Digestible snapshots for announcements

EXAMPLE
CONVERSATION GUIDE

- Concise snapshot that provides employees information to activate on their personal channels
  - Quick summary of news
  - Links to brand owned and shared channels
  - Relevant hashtags

HOW TO

MEASURE CONTENT RELEVANCE AND PERFORMANCE AND ADAPT ACCORDINGLY

Conversation snapshots that track content performance in real time and tweak strategy as necessary

- Snapshots provide holistic and detailed analysis of the conversation

- Daily, weekly and monthly snapshots keep key internal stakeholders informed of conversation

- Snapshots are informative and actionable for the product marketing, communications and development team

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Conversation Snapshots include:

- Topline snapshot providing anecdotal summary on earned and social media conversation

- Detailed analysis including impressions, sentiment and key stories and observations

- Tools used include Brandwatch, Meltwater, Cision and manual analysis for social media conversation sentiment

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The power of true

- Structure the agency team to mirror the in-house team
- Agency team should create a structure and focus that maps to the rhythm of business of the in-house team
- Act as one team by giving the agency a seat at the table during the campaign planning process

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HOW
AN IN-HOUSE INTEGRATED COMMUNICATIONS TEAM WORKS OPTIMALLY WITH AN AGENCY PARTNER

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- Assign roles that map to in-house counterparts
- Create newsroom meetings and provide real-time actionable content recommendations
- Key areas of focus include:
  - Monitoring and Flagging
  - Strategic Recommendations
  - Creating Content
  - Pitching

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KEY TAKE AWAYS

- Structure an integrated team
- Create a newsroom
- Leverage big data
- Activate employees
- Measure everything
- Agency team should mirror in-house communications team