

Case Studies: Media Pitches That Work

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IN THIS PRESENTATION

What You'll Learn...

- PR Outlook & What Media Want Today
- Integrating PR Into Your Marketing Dept.
- The PR Landscape in 2015
- PR & Social Dependency
- PR Examples
- Consumer Engagement Tips
- Quick Refresh



PR TODAY

What is PR and why is it important?

At its core, it is about telling your company's story through various intermediaries and stakeholders, such as the media, influencers, partners, academics, customers, analysts and employees.

--techvibes.com

THE PR LANDSCAPE

What Do Media Want in 2015?

- *More than 75% of journalists say they feel **more pressure** now to consider their story's potential to be shared on social platforms.*
- *To make their stories more shareable, journalists want: video/images, brevity, localization*
- *Nearly three-quarters of journalists are now creating original video content to accompany their stories*
- *Journalists see five key trends impacting their profession this year: more mobile-friendly content, faster turnaround times, **more original video, less newsroom staff and social media growing in influence***

*From a 2015 Edelman Study: <http://www.edelman.com/insights/intellectual-property/2015-edelman-media-forecast/>

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INTEGRATING PR INTO MARKETING

How To Communicate the Role of PR:

- How does PR help other marketing channels?
 - Buying behavior, media consumption, content, traditional PR traffic, sales

PR is a crucial part of integrated marketing

- Digital
- Social
- Leadership
- Brand



THE PR LANDSCAPE

PR + Digital + Social = 360 Marketing



WHAT IS TRADITIONAL PR TODAY?

Traditional PR:

- Where does it currently stand?
 - Press releases
 - Pitching
 - Desksides
 - Multimedia
 - Editor events
 - Social media



PR & SOCIAL DEPENDENCY

*Wake up—It's 2015! (almost 2016)
...So that means?*



Digital – Social – PR:

- How are they separated?
- How do they work together?
- Maximizing a media hit

PR & SOCIAL DEPENDENCY

Content:

- Generating content
- Being a content provider
- Creating noise around your content

POPSUGAR™

THE
HUFFINGTON
POST

BuzzFeed

 RODALE®

Women'sHealth

SHAPE

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PR & SOCIAL DEPENDENCY

How PR & Social can work together:

- Content Generation
- Promoting Posts
- Promote content (native ads)
- Media partnerships/relationships
 - *Traffic and editorial*

Tool Suggestions: Pub Exchange, Taboola and Outbrain, Geckoboard



WHAT BRANDS ARE DOING

Community and Heart



Emotion V Promotion

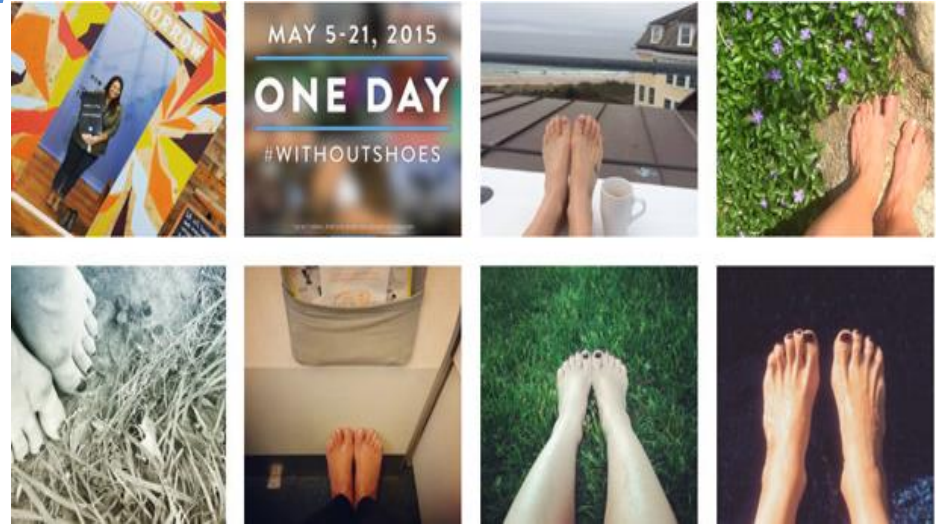
Not only about selling the platform

Airbnb promotes stories from its hosts to drive tourism while creating engaging content

Microsite, Content, social, publicity, strong CTA (create.airbnb.com)

WHAT BRANDS ARE DOING

CSR brands – simple concept
#WithoutShoes



Nearly 300,000 shoes donated!

TOMS really shows commitment to their cause

This was a huge activator on Instagram, and cleverly played off the common trend of people IG'ing their bare feet. Minimal cost!

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WHAT BRANDS ARE DOING

Everyone makes mistakes...

bloomingdale's



Bloomingdale's ✓
@Bloomingdales

Follow

We heard your feedback about our catalog copy, which was inappropriate and in poor taste. Bloomingdale's sincerely apologizes.

6:02 PM - 10 Nov 2015

↩️ ↻️ 92 ❤️ 129



SPIKE YOUR
BEST FRIEND'S
EGGNOG WHEN THEY'RE
NOT LOOKING.



Joy of Jessalin
@JoyOfJessalin

Follow

Really @Bloomingdales?! "Spike your best friend's eggnog when they're not looking"? Why would you ever promote this?

10:25 AM - 15 Nov 2015

Bloomingdales Holiday Ad

Created a fire storm on social, revealed societal issues and received a lot of negative press; short apology on Twitter

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WHAT ZUMBA IS DOING:

#realmendance

Strategy: release a series of videos and images over a 4 day period that will engage and grow our social audience and drive new site traffic



Marketing channels:

- ✧ Facebook
- ✧ Instagram
- ✧ Twitter
- ✧ Media
- ✧ Blog
- ✧ Homepage
- ✧ YouTube





WHAT ZUMBA IS DOING: #realmendance

- 7 million media impressions
- 1 million video views on Facebook
- 5k Facebook likes
- 130k likes, comments and shares

No More Dad Bods! Watch 6 Men Get Down In Zumba Class As Part Of #RealMenDance Campaign

By OK! Staff [Follow](#) [Email me](#)



[Tweet](#) 20 [Share](#) 1.7k [Share](#) 0 [Pin it](#)

[tumblr](#)

[Email](#)



POPSUGAR

CELEBRITY FASHION BEAUTY **FITNESS** ENTERTAINMENT LOVE FOOD

POPSUGAR > Fitness > Father's Day > Zumba Real Men Dance Video

Watch What Happens When Real Men Take Zumba For the First Time

by Leta Shy 6/20/15

1.4K Shares



Like us on Facebook [Like](#) You, Sonja Denise Ebanks and 442,721 others like this.



Zumba's latest video will help you get into the groove for **Father's Day**. For anyone who's ever thought they couldn't dance, these six "real men" are here to tell you to just go for it.



WHAT ZUMBA IS DOING

“#ZumbaZombies”:

- ★ Video/stop motion content
- ★ Social Contest
- ★ Teasers
- ★ Trending topic
- ★ Interactive

~500 hashtag uses
~3.5 million video views
~Millions in engagement
~Media coverage



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#ZUMBAZOMBIES

ADFREAK

THE BEST AND WORST OF ADVERTISING

It Turns Out There Is a Cure for Zombies, and It's Zumba

Somebody needs to tell Rick

By T.L. Stanley

October 28, 2015, 8:49 AM EDT



POPSUGAR > Fitness > Workouts > Zumba Zombies Workout

These Zumba Zombies Are Guaranteed to Get You Dancing



by Leta Shy 10/26/15

489 Shares



Like us on Facebook ☒ Like You and 736,608 others like this.

#ZumbaZombies Come Back To Life (Choreography)



THE PITCH:

You've heard about the **walking dead**, but how about the **dancing dead**? Zumba will show you how music can bring these rotting corpses back to life through the launch of their new digital **Halloween** campaign, #ZumbaZombies, starring actual Zumba home office employees! Forget Thriller style...things are about to get Zumba spicy!

The 3-week long campaign, set in a post-apocalyptic world where Zumba Zombies come to life by the power of music, features Beto, Zumba Creator and Chief Creator Officer, along with members of the Zumba home office staff, not professional dancers or actors. Hailing from Customer Care, Marketing, E-commerce and Education Teams, the crew underwent creepy makeovers with the help of several makeup artists and Zumba's go to stylist, giving the underworld a unearthly feel.

Shot in South Florida using the most advanced digital technology, from Red Dragon cameras that shoot in 5K and the most sophisticated, high-flying Phantom drone that films in 4K, the campaign consists of 2 video teasers, stop motion videos and a full choreographed video with accompanying music for consumers to practice in their own **Halloween** themed Zumba class. We re also releasing a behind the scenes video.

The fun, freaky fitness campaign is sure to get everyone up and dancing, dead or alive!

rofPR

WHAT ZUMBA IS DOING

Audrey spreads awareness for DBA through Dance

- Her video goes viral and is covered by media
- Zumba contacts her gym and partners with Audrey to help spread more awareness
- Zumba releases more content that goes viral – 9.6m views!
- Audrey goes on Rachel Ray twice!
- Zumba donates \$10k to DBA



Audrey at the International Zumba Convention in Orlando!!



9,631,235

+ Add to Share ... More

8,080 406

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DANCE VIDEO GONE VIRAL



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CUSTOMER ENGAGEMENT TIPS

Tips on how to engage with your customers

- Shareable content that your customers want
- Thought leadership
- Visuals
- Invest in KPI services

If you're a b2b company and you find it hard to create compelling storylines, look at these companies:



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LET'S REFRESH!

If you don't remember anything, just refresh on the following:

- ✓ Content is key; everyone wants it
- ✓ Digital + PR = Success
- ✓ Learn a new digital tip every day
- ✓ Start a company blog—it's your voice and platform
- ✓ Look at every project through multiple lenses
- ✓ Be a fly on the wall and LISTEN
- ✓ Don't be scared of social media; it's the present and the future

