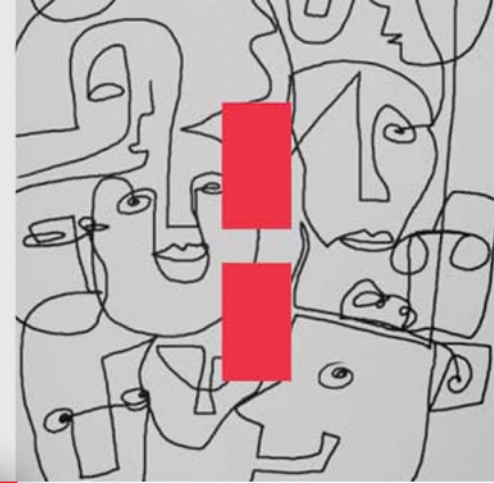


HAVAS
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Allocating Staff Resources for Media Relations



FUTURE

NETWORK



Colleen Cleary

Vice President, Havas PR

- Villanova graduate
- **10+ Years in PR**
 - Toys 'R Us
 - Sears/Kmart
 - Target
 - Ford
 - Toyota
- **First media relations experience**
 - Pitching Dubble Bubble national bubble-blowing contest
- **Currently reside at Havas PR**
 - CSR projects
 - Buzz/celebrity projects

Allocating Staff—The Do's and Don'ts

The Do's

- Spend the time to train your team
- Develop a timeline and schedule to break the pitching up
- Make the assignment palatable
 - Don't expect someone to pitch 200 outlets in one day
- Create a pitching war room
 - Give people a place to concentrate on pitching where they won't be distracted

The Don'ts

- Don't let title dictate who pitches which outlets
 - Allow junior staffers the opportunity to pitch all types of media
- Don't rely on your media database to create your media lists
 - Spend time and do the research
- Don't let your team rely only on email
 - The phone still works



Case Study: Ford Warriors in Pink

The Situation

- Ford Warriors in Pink is the CSR program from Ford Motor Company
 - Developed clothing line that is sold online with proceeds going to the cause

Insight

- “Pink Fatigue”
 - Space is crowded and both consumers and media have grown tired of “pink products”

The Goals

- Highlight Ford’s long-term commitment to the cause (18 years and \$115 million)
- Break through the clutter and sell product

Case Study: Ford Warriors in Pink

What We Did

- Mapped out the media opportunities and the targets
- Divided the pitching based on workload and contacts
- Brought pitching team together to educate them on the program and demonstrate what we were pitching
 - Ensured team had all necessary media materials, images, samples, etc.
- Held regular team meetings to discuss pitching results and to redirect what wasn't working

Case Study: Ford Warriors in Pink

2012 Results

- More than a dozen placements in national magazines
- One owned segment and inclusion in one round-up on “Today”
- Free participation in a co-op SMT garnering more than 8 million media impressions
- 161.9 million media impressions and counting for 2012



Case Study: Ford Warriors in Pink

Key Takeaways

- Do as much prep as possible going into busy times
 - Prepare media lists, pitch materials, gather art assets
- Consider outside team members for help (particularly when you are looking for contacts!)
- Don't forget to leverage your advertising buy (if you have one)
- Make sure to budget for extra freelance help to get you through particularly rough times