



# Good PR.

WANTED: WRITING SKILLS AND CREATIVITY. Those are two of the major qualifications for a job in MPR – Marketing Public Relations.

Interested? You should be. Because MPR offers opportunity for creative people who like to write.

“THE HIDDEN WEAPON.”

Here are examples of how successful MPR programs can be key to successful marketing.

National Soup Month? Campbell’s pulled it off and stirred up a 36% sales increase.

A feature article in *Gourmet Magazine* titled “The Phenomenal Food Processor” was critical in launching the sales success of Cuisinart.

Ever see a movie called *E.T.*? Product placement of Reese’s Pieces increased sales 65% the first month after the movie came out.

Herb Baum, former marketing head of Campbell’s Soup, had this to say: “*The hidden weapon is PR... PR is probably more effective in changing consumer attitudes about products today than advertising.*”

*It is easier for consumers to believe a message if it’s coming from an independent third party than if you’re shouting it in an ad.*”

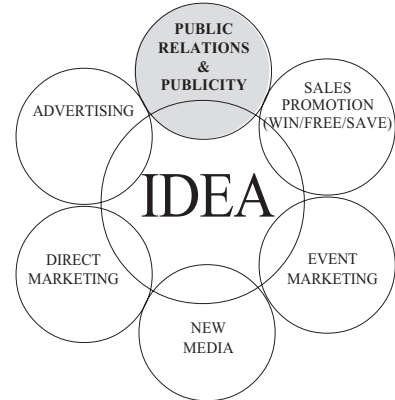
## THE POWER OF THIRD PARTY ENDORSEMENT.

Notice how persuasive testimonials can be?

Or how when a friend recommends something it’s going to mean more to you than an ad.

We look at the non-advertising part of our lives with a different mindset.

Of course, every ad will say good things about the brand being advertised, but we look at things like movie reviews, product reviews, articles, and the news quite a bit differently.



### THIS CHAPTER WILL COVER...

**MPR – Marketing Public Relations** – a growing part of The MarCom Matrix.

### MPR Tactics – A to Z...

Don’t forget that list of popular MPR tactics on page 233 (From Tom Harris’ *Value-Added Public Relations*).



### AEROSPACE JORDAN MPR PLAN:

Nike knows how to get leverage with MPR. Here’s their MPR program for the premiere of the second Michael & Bugs spot on the Super Bowl:

#### 1/7 – Mailing of Letter and Stills

These confirm that Michael is back with Bugs and that his opponents are Marvin the Martian and K-9.

Special targetting of major marketing writers, *USA Today* and *Ad Age*.

#### 1/8 – Telephone Interviews

These are set up with Scott Bedbury, Nike Director of Advertising.

#### 1/13 – PR Newswire Release

This goes to sportswriters with a new element – Marvin and K-9 are coaches for the Scream Team. Art from the TV spot is included.

Entertainment writers are added to the target group.

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**JORDAN MPR PLAN. (Cont.)**

A Video News Release (VNR) is the TV equivalent of the press release.

It usually contains video clips that can be used by the station if it decides to pick up the story. Here's what Nike did.

**1/18–FedEx Video News Release #1**

• The Nike/Jordan VNR goes out with selected scenes from the commercial. (It isn't finished yet!) Plus...

• Copies of the first Hare Jordan spot.

• **“B-roll interviews.”** Comments from Jordan and other Nike-contracted athletes: like Barkley and Sergey Bubka.

**1/27–Satellite release of second VNR**

This VNR includes the completed commercial (finally!), allowing news media to “scoop” the Super Bowl!

With this approach, it is possible that TV sports and entertainment media will pick up the story and play the spot free before it runs on the Super Bowl. That's right, free exposure!

The commercial is treated like news. This is exactly what happens on both sports and entertainment news features.

**1/31 – Super Bowl Sunday!**

As you can see, Nike kicked-off their campaign long before the kick-off!

We tend to believe a movie review more than an ad. And if an ad uses quotes from movie reviews (i.e., “third party endorsements”) they have more credibility with us. Don't they?

Third party endorsements can be powerful.

Remember that wonderful headline in Ogilvy's Rolls Royce ad?

It was from a review in a British car magazine.

As Marketing PR exec Daniel J. Edelman notes, *“Public relations has the unique advantage of presenting the message in the context of the day's news.”*

*The impact can be enormous.”*



**TARGETS & PUBLICS.**

Advertisers and agencies think in terms of target audiences or target customers.

Traditionally, PR thinks in terms of “publics.”

These publics may be quite broad – everybody – or they can be a lot more targeted – “opinion-shapers” or software reviewers at a computer publication.

You know, “third parties.”

Like good advertising, good Marketing PR is also “receiver-driven” communication – with one critical difference. Since the communication will be coming from a “third party,” that communication has to be *newsworthy*.

Think about it. If you pay for the ad, you can put pretty much anything you want into that ad.

But when someone else is deciding what to put in their medium – whether it's a computer magazine, a food magazine, or a radio talk show – they usually have a lot to choose from.

**THE HARRIS GRID.**

Certain business categories are more “newsworthy” than others.

With that in mind, Tom Harris created this interesting model for developing your MPR strategy.

The Harris Grid categorizes by Media News Value and Consumer Interest.

		MEDIA INTEREST	
		High News	Low News
C O N T E N T S E R I E S	H i g h	Computers (A) Cars Entertainment	Beer (C) Soft Drinks Athletic Shoes
	L o w	Soup (B) Cereal Aspirin	Cigarettes (D) Car Mufflers Cookies

**High News Categories.**

“A” products should conduct high-visibility campaigns, such as the announcement of new product intros and product improvements.

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These media “gatekeepers” are judging what content will be the most interesting to their readers, listeners, and viewers.

And it has to seem newsworthy to them.

Sure, *Advertising Age* and *AdWeek* may carry news about your just-breaking ad campaign, but for regular news channels, it’s not news – unless, like Nike, you can figure out how to make it news.

#### HOOKS AND LEADS.

How do you “earn” newsworthiness? For a start, you’d better do it with your first sentence.

The “hook,” or the lead, is the opening thought of a press release. It’s the “headline.”

PR firms spend a lot of time doing creative thinking on what is the most interesting angle for their press release. It is a key strategic decision. The right lead generates interest, the wrong one doesn’t.

#### PR Style.

A press release (or news release) should feel like it’s been written by an impartial news reporter.

In general, I write *terrible* news releases – they’re too much like ad copy. That’s an inappropriate tone in the world of PR.

On the right, some advice on how to do it right.

#### GETTING INVOLVED IN PR.

Big marketers have big PR firms with people who specialize in MPR. Usually, PR account execs are also “creative,” in that they will write the releases.

Creativity is key in figuring out the right hook, but, as mentioned, what may be the right approach for advertising is the wrong writing style for PR.

Meanwhile, smaller marketers and advertisers may need you to do double duty – either writing the release or working with their PR person, who will usually be pleased to have your help. (But don’t be upset when they “ruin” your writing.)

#### HARRIS GRID (Cont.)

“A” products, such as automobiles and movies, actually have “beat” reporters ready to help generate the publicity with media channels like auto sections in newspapers and car magazines, and movie reviewers in the newspaper and on TV.

“B” products (not as interesting to consumers) should realize that “new news” is necessary – such as announcing the health benefits of oat bran cereal.

“C” and “D” products need to consider linking to higher interest topics, such as celebrities, causes, and special events.

An example is Budweiser sponsorship of sporting events and involvement with concerts and festivals.

And, of course, Nike’s involvement with Michael Jordan and Bugs Bunny turned their TV advertising into TV news.

That’s MPR at work.

#### PR WRITING STYLE.

Remember, writing a press release is different from writing ad copy.

Here are some of the basics:

- **Write it like a news story.** You want it to be newsworthy. It should feel like news. Who. What. When. Where. Why.

- **Start with a strong lead.** Then, use an inverted pyramid form, emphasizing the most important stuff first.

- **Easy on the stylish stuff.** You want the reporters and editors to be the stylish writers – help supply them with good material – but don’t compete.

- **Be accurate.** You need to be a good and trustworthy news source. Spell all names correctly. Get the facts straight and the quotes exact.

- **Be specific.** News is about facts. Use examples. Name names, give dates, times, addresses. Provide meaningful, hard information.

- **Do not editorialize.** Try to let the facts speak for themselves. Try to quote others for conclusions.

- **Vary paragraph and sentence lengths.** Be readable, not mechanical.

- **Be clear.** Remember, the language of the news reporter (your initial target audience) is simple, direct, and clear. Yours should be, too.



### NEWS RELEASE FORMAT.

Here is standard format information:

• **Use standard format** – 8 1/2 x 11-inch plain white paper typed double-spaced on only one side.

• **Identify the organization** with name, address, phone number.

• **Name and phone number** of the contact at the top of the page.

• **Give a release time.** Most should be noted, “*For Immediate Release.*”

If there is a compelling reason to specify a time and date, write, “For release at Time/Date.” Be sure to include the date on which the release is prepared, either at top or in dateline.

• **Summary title or headline.** Put this above the story. Remember, this is just to give the editor an idea of what it’s about. It should be intriguing and feel “newsworthy,” but don’t try to be a cute copywriter – skip the clever writing tricks. Leave the fun stuff to the editors.

• **Start your story about one-third down** on the first page. Your audience is used to looking at releases that look like that. Make it what they’re used to.

• **Begin with the dateline.** Use the name of the city, town, or county and state where the story originated.

• **Complete a sentence before going to the next page.** Put “more” at the bottom of each continued page.

• **Page numbers.** Place page numbers on succeeding pages, along with a two or three-word “slug” identifying the story on the upper left corner of the page.

• **At the end of the story.**

Type “-30-” or “###” or “END.”

• **Photos.** Attach a caption for each to the bottom border. The back of photo should be marked with a felt tip pen giving name, address, and phone number of contact person. Scans of photos may be supplied on disk or via e-mail in TIFF or JPEG formats. And remember, even though we’ve listed photos last, they can be the difference in getting your story into the news.

Howard Gossage and George Lois are two examples of creative advertising people with a flair (and instinct) for generating good PR.

To promote Rainier Ale (brewed in Seattle, sold up and down the West Coast), Gossage supported a “Hike to Seattle” that featured a character, Coach Stahl, who showed up in his office one day.

The first ad recruited a “team” to take the hike.

The next ad set them off, and after that, PR took over. Everywhere they hiked, it was news.

Gossage notes, “*The newspaper, television, and radio coverage was enormous. Front page stories with pictures – sometimes five-column pictures – and absolutely no reluctance to mention the client’s name.*”

*I have a notion that this last may have stemmed from the fact that we didn’t mention the product’s name in the news releases except as an address to show the origin of the handout.”*



Recruitment ad.

Gossage even turned the responses to his Eagle Shirt ads into a book, *Dear Miss Afflerbach*.

On the East Coast, Goerge Lois not only knew how to generate noise with advertising, he was actively and effectively involved in many political campaigns – needing to work hand-in-hand with PR. He was a key player in such PR-driven causes as the effort on behalf of “Hurricane” Carter.

Gossage and Lois instinctively looked for ways to use PR to increase the impact of their ads – and they were often very successful.



Button for Fund-Raiser



### MORE LEAD TIME & LESS CONTROL

First, you should also know that PR doesn't work as fast as advertising. You can create an ad, contract with the media, and have that ad on the air or in print in a matter of days or weeks.

With PR, think weeks or months – though newspapers may be able to respond fairly quickly.

Placement of an article or even just a mention in a magazine can take a lot of time.

The former marketing director of Yardley remembers spending summers going around to the major fashion publications with her Christmas products.

Sure enough, there was a nice product feature in each of the holiday issues, but this isn't something you do in October or November. Magazines are often working many months in advance.

PR can't be controlled as well as advertising messages. While you might be able to control every element in an ad, when you're working with "third party endorsement" much of this is in the hands of the writer, or reviewer, or host.

You have to be interesting, and, in some way, you have to be newsworthy.

### TURF & TACTICS.

The MarCom Matrix has a lot of overlap. For example, tie-ins can be arranged by ad agencies, PR, sales promotion agencies, or the client.

But one responsibility is clear – *publicity designed for media placement is the job of PR.*

Here are some of the other things PR can do:  
**Sponsorships.**

MPR may organize and supervise or be involved to maximize media publicity.

This covers everything from supporting concert tours, to leveraging local sponsorship of sport teams, to anything having to do with celebrity connections.

### FINDING "THE HOOK."

When we introduced *The Book of Gossage*, we received nice coverage in *AdWeek* and *Ad Age*. But... that was it.

We sent copies out, but nothing happened. Then, Rich Binnel, former copy chief at Apple, gave me a wake-up call.

"Hey," he said. "*Gossage introduced the world to Marshall McLuhan, who is the 'patron saint' of Wired. Get a clue.*"

So, we sent a release to *Wired* with that as the "hook." And, sure enough *Wired* did a piece on the book.

## WIRED

Just Your Luck

Throughout the 1950s and 1960s and until his death in 1980, Howard Luck Gossage was one of advertising's brightest talents – and hardest critics. The *Book of Gossage*, published this year, features in print ample evidence of his legendary ad man's brilliance and wit.



The award paperback with its cover by page layout illustrates in detail how Gossage helped make household names of *Lard Rares*, *Spies*, *Artists*, *Awful Americans*, and the *Secret Club* – and its title for his pal Marshall McLuhan. With Gossage's handling, McLuhan was transformed, in one year, from an English professor with a red following to the most famous Canadian in the world.

By finding the right "hook," we made the book newsworthy for *Wired*.



### ARCHWAY COOKIES—GETTING THEIR 5¢ WORTH.

Archway Cookies wanted to increase off-shelf display. With the grocery trade as the original target, they developed a "cause marketing" campaign called "Cookies for Kids." For every package sold, Archway donated the 5¢-a-package advertising allowance to the local children's hospital.

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**ARCHWAY COOKIES. (Cont.)**

**Initial Tactics.**

It started with one hospital in one market – a few public-spirited chains were “early adopters.”

Archway supported this program with additional advertising that publicized the local grocery chain’s support with a sub-theme, “Be a Good Cookie,” and a custom music bed for local radio spots.

Promotional materials were produced: In-store P.O.P. with the “Cookies for Kids” theme, and “Be a Good Cookie” balloons, buttons, and T-shirts.



**The Program Grows.**

Archway sales and PR people started to get involved with the local hospitals.

And then, because caring about sick kids is something you get caught up with, more Archway bakeries got involved in more markets.

A PR professional was hired to help coordinate the growing program.

Mentions of these events popped up on local TV stations, since there were public service aspects to the program.

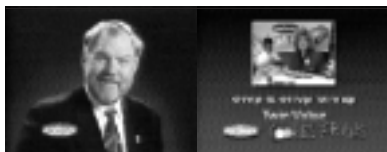
Archway learned more about getting extra mentions from the local media.

**A National Program.**

Then, Archway ran into a national “cause marketing” program – the Children’s Miracle Network (CMN).

Archway became a sponsor – and when the CMN Telethon rolled around, local Archway bakers presented checks.

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**Integrated Electronic Support.** Archway produced TV using national CMN spokesperson Merlin Olsen – with localized tags for participating chains.

One of MPR’s important jobs is to maximize the “PR value” of sponsorships.

**Trade Shows.**

Trade shows may be done by PR or client sales or marketing groups. MPR is involved in the show, regardless, supplying press releases, and connecting with trade media who are also usually in attendance.

**Cause Marketing.**

Programs like Children’s Miracle Network and Campbell’s Labels for Education are proven performers in the marketplace.

They demonstrate that doing good can be good business. And MPR has the right focus to work with and coordinate these types of programs.

**Event Marketing.**

Though technically a separate area, this usually ends up having lots of PR involvement.

Much of the benefit of these programs depends on leveraging client participation effectively – not only at the event, but, hopefully, working to make the event newsworthy.

**Startups.**

When a new company is small, with little, if any, money for advertising, good PR is critical in helping the company and their “story” become known to the public – and the investment community.

High tech, for example, is very concerned with product reviews and coverage in the business press, which is as much related to investors as it is to customers or the public.

Some MPR professionals specialize in the high-tech or financial arenas.

PR professionals with these backgrounds and skills are much in demand.

It’s all part of the growing field of MPR.

# Assignment #23:

YOU CAN DO THESE, or just think about them.

**1. Create a Customer Newsletter.** Do this for any client – or do it for yourself. Make it feel like news.

**2. Do a Press Release.**

- First, list possible topics and hooks
- Choose the strongest idea
- Write it *exactly* in the format indicated

**3. Travel. Pick a State.** Travel accounts use a lot of PR – pick a state and do the following:

- Develop a theme – button & bumper sticker
- Get a calendar of events – think how to turn one into a big tourist draw, or start a new one.
- “Third-Party Endorsements.” Make a list of the people who can “endorse” your state: locals, celebrities, those with a unique connection...

**4. Sponsorship Exercise.** Assume your local restaurant account is now a sponsor of a small local team (minor league baseball, a college team, etc.). Do:

- A billboard and a program ad
- Some tickets and a radio spot per game
- A Free Give-Away Day for one game

Now develop a Marketing PR package promoting both your restaurant and the team.

**5. Event Exercise. Local Jazz Fest.** A local Jazz Fest has just hired you. They have two well-known groups coming in, and the rest are local. They have no time and no money. Here’s what you have to do:

- Name the Fest – assume it’s where you are
- Design a Poster – leave room for sponsors
- Write a Press Release announcing the fest
- List photo opportunities – remember, you’ll get better PR with a great photo.
- An Invitation to a kick-off Press Event

**6. Design a Survey.** What results might make news?



**ARCHWAY COOKIES.** (Cont.)

The next year, there was more advertising, sales promotion, and PR – all based around the Cookies for Kids theme.

The program evolved into an annual event featuring: public relations, advertising, promotion, cause marketing, and trade marketing.

Coordinators were assigned at each bakery. Workshops helped teach sales personnel how to implement on the local level. And – since cookies respond well to off-shelf display – sales went up.

#### From Tactics to Integration.

In retrospect, it was smooth, superbly integrated, and very successful.

It addressed Archway’s important “publics” – customers, the trade, and Archway’s own sales personnel.



It also did more good in the community than most.

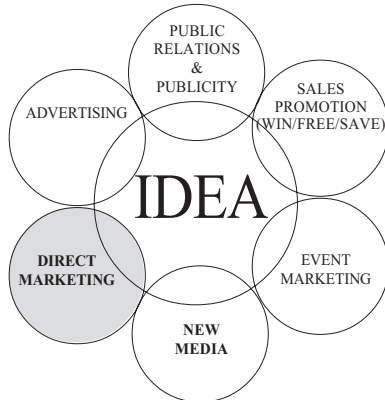
It ended up as a well-integrated and executed Marketing PR program.

But the initial planning and implementation wasn’t “integrated” in the classic sense. It began with a few folks on the local level trying to figure out something new to do with a nickel.

#### DO YOUR OWN PR

Here are some things that you might want to do to help give yourself a bit of “Good PR.:

- Get a good business card designed
- Get a great-looking fax cover sheet
- Produce a good résumé, with an interesting bio attached
- Draft #1 of a capabilities brochure
- Start thinking about the “publics” you’ll be needing to influence
- Get involved with a cause
- Learn more about PR and MPR



**DIRECT MARKETING COVERS:**

- Direct Mail
- Catalogues
- Direct Response Advertising
- DRTV
- Telemarketing  
(Inbound & Outbound)
- Internet and e-mail based direct.

Direct mail is by far the largest part of direct and the one we'll focus on. But, as you might imagine, the Internet is viewed as an area of major opportunity.

**CAPLES ON DIRECT WRITING.**



*"Get to the point. Direct writing out-pulls cute writing by a big margin. Don't save your best benefit until last. Start with it, so you'll have a better chance of keeping*

*your reader with you. Don't stop by just telling people the benefits your product offers. Tell them what they'll miss if they don't buy it.*

*If you have an important point to make, make it three times: in the beginning, the middle, the end.*

*At the end, ask for action.*

*If people are interested enough to read your ad, they want to know what to do. Tell them."*

**On long copy...**

*"Fact-packed messages carry a wallop. Don't be afraid of long copy.*

*If your ad is interesting, people will be hungry for all the copy you can give them. If the ad is dull, short copy won't save it."*

# The Direct Approach.

IF YOU LIKE TO WRITE LETTERS, or think you might be good at writing letters, you might want to think about direct marketing.

This chapter will help you do exactly that.

In direct, the more you know, the better you do.

In order to make the most of that knowledge and the relationships that come from the initial sale, direct uses concepts like:

- **Database Marketing** – understanding how to use data and databases to get at the best prospects for your marketing.
- **LTV (Lifetime Value)** – understanding the true long-term value of a customer. Not just that first sale, but the lifetime of the relationship.
- **CRM (Customer Relationship Management)**— understanding how to make the most of that relationship from beginning to end.

**100 YEARS OLD AND BRAND NEW.**

Direct marketing has been around for more than 100 years, but some aspects of it are brand new.

For example, if you really think about all the things you can do on the Internet, a lot of it comes down to a single thing – *you can go one-on-one.*

If you start to think about the computer power you now have on your desktop, everyone can be a database marketer – whether it's just sending holiday cards or building a business from a good customer list.

**ONE-TO-ONE MARKETING COMMUNICATION.**

Direct marketing is built on the kind of effective one-to-one communication you find in a letter