

CATEGORY:

INFLUENCER RELATIONS

DIVISION: MEDIA

CATEGORY: INFLUENCER RELATIONS

PBS KIDS

PROBLEM OR CHALLENGE TO BE ADDRESSED

79 million U.S. women are online, and blogs have become a go-to social media source for information, advice and recommendations. In fact, 49 percent of women rely on blogs to get information on parenting. (Source: BlogHer/iVillage/Compass Partners Study 2009.)

PBS KIDS continues to be active in the social media space and parenting/blogger communities, creating new campaigns to build on years of outreach via conventions, online community-building and providing unique access to experts in education, entertainment and engagement. We are firm believers that new media—be it blogs, tweets or streaming video—is key to reaching parents and supporting them as partners in childhood learning and development. We understand the value and importance of our brand and the value of direct conversations with influencers, and in turn we've partnered with BlogHer to provide childcare at this annual conference for the past four years. Building on this outreach, in the past two years we've launched two blogs on PBS *Parents*, "Supersisters" and "Booklights." In addition, we have longstanding, active and vibrant communities on Facebook and Twitter. Our challenge therefore was how to build on these conversations and take discussions to the next level.

SOLUTION/TOOLS USED/RESULTS

Breaking through the clutter presented a significant challenge—the number of brands reaching out to mom bloggers reached a new apex by summer 2009. Rises in sponsored content on blogs and "pay for play" reviews had recently attracted the attention of the FTC, bringing to light matters of transparency and authenticity. PBS KIDS created its campaign with these issues in mind, focusing on a message that would be relevant when communicating with influencers.

As such, PBS KIDS set out to create a campaign that was equal parts listening to mom bloggers and sharing new research and insights to spur discussion about children's media. This was not just another "pitch and send" mom blogger review program; PBS KIDS wanted bloggers to really engage with the subject matter. We developed tools to encourage deeper engagement and bloggers embraced the topic and PBS as a resource.

PBS KIDS faced a problem — brand recognition and trust were high, but buzz was low. The question of how to take parents inherent trust of the PBS brand and leverage that relationship became the spark for the campaign.

Pre-campaign, online buzz was limited to quick mentions like “Love PBS KIDS” or “Tuning into Super Why on PBS KIDS.” Although very positive, there was limited conversation about why parents love and trust PBS KIDS’ programming and a lack of discussion of what makes PBS KIDS different. A review of social media activity prior to the campaign showed that of 329 total posts for PBS KIDS on blogs, 307 were mentions (source: Radian6, March 2009).

As an integral segment of the mom media mix, we wanted mom bloggers to tune in to the issues related to children’s media and, as parents themselves, learn how to get more out of children’s media for their children’s development—and then share that information with their blog readers.

Key messages we set out to convey included:

PBS KIDS is committed to helping children achieve their full potential in school and in life by taking a comprehensive, research-based approach to learning with media.

PBS KIDS sees parents as partners and wants to provide them with resources to enable them to step into their child’s world and learn with them.

These events are about getting moms’ feedback, questions and ideas in an effort to imbue our ongoing work and communications with parents.

The thrust of this campaign was in-person events. We identified five cities as blogger cluster markets as well as markets with strong PBS host stations: DC, NY, LA, Silicon Valley, and Boston. We identified and screened bloggers in these markets based on existing relationships and the age of their children. Although PBS provides online and on-air content for kids 2-8, this campaign focused solely on blogger parents of preschoolers ages 2 to 5 in order to deliver the clearest and most relevant message possible.

We also invited mom bloggers with a focus on media (Media Macaroni), education (Teach Amy) and technology (Tech Savvy Mama).

- Engage mom bloggers in a discussion about the value of children’s media and create advocates to help build parent preference for PBS KIDS.
- Info/empower bloggers to share our content and resources with their readers.
- Create an authentic two-way dialogue with parents, gaining direct feedback about our content and resources that can be used to imbue our ongoing work and communications with parents.
- Drive traffic to PBSKIDS.org and PBSParents.org as resources.

Our communications plan had two main components:

1. Sharing: As parents ourselves, we felt it was important to share a behind the scenes look at all the thought, research and intention that goes into each and every PBS KIDS television series, web game, etc.
2. Listening: Hearing directly from parents about their needs and preferences when it comes to media habits in their own homes.

To engage mom bloggers in a real dialogue, we created in-person forums in five focus markets: DC, NY, LA, Silicon Valley and Boston. The events centered on a discussion about the value of children's media and PBS KIDS' unique approach to creating children's programming.

Very few people know how a PBS KIDS series is developed so we decided to lay it all out for participating mom bloggers and put one of our most popular properties, Super Why — an award-winning preschool property that helps build literacy skills through a groundbreaking approach to reading education, classic fairytales with an innovative twist and empowering young heroes — “on the operating table.” The intent was to detail the full spectrum of learning resources created surrounding a property like Super Why.

Angela Santomero, creator, executive producer, and head writer of Super Why, graciously agreed to travel with us to the five cities over the course of three months, meeting more than 100 mom bloggers. In each city, this mom of two young girls shared what makes a show like Super Why so special and why you won't find a property like this from any other media company.

Joining her at each event was Lesli Rotenberg, senior vice president of Children's Media at PBS, who is responsible for the direction of a contemporary, dynamic children's media service that meets the needs of a new generation of children, their parents and teachers. Also a mother of two young girls, Lesli was able to relate directly with our audience on a very authentic level.

Event Details: Scheduled during the lunch hour to accommodate mom bloggers' busy schedules, the events took the form of roundtable discussions.

We hosted the events at local PBS affiliate stations in our chosen markets of DC, NY, LA, Silicon Valley, and Boston. This added another behind-the-scenes element as bloggers were able to make a rare visit to their local PBS station.

To make it easy for bloggers to attend, and because PBS KIDS is all about kids, we provided childcare and arranged for guest appearances by PBS KIDS characters Clifford the Big Red Dog and Curious George, among others.

Content: To set the event tone, Lesli Rotenberg opened each event by sharing PBS KIDS' overall philosophy: PBS KIDS is committed to helping children achieve their full potential in school and in life by taking a comprehensive, research-based approach to learning with

media. She also clearly laid out “why” we had invited the bloggers: PBS KIDS sees parents as partners and wants to provide them with resources to enable them to step into their child’s world and learn with them. She clearly explained that we were hosting the events because we wanted moms’ feedback, questions and ideas and that this was just the beginning of the conversation.

Angela then quickly shared the premise of Super Why since most in the room knew the show intimately (with at least one mom per market initiating a singing of the ABC song). However, what moms didn’t know was the amount of research and educational content that goes into a show like Super Why.

Super Why focuses on reading fundamentals and its comprehensive literacy curriculum incorporates key skills identified by the National Reading Panel:

- Letter Identification
- Word Decoding
- Phonemic Awareness
- Word Encoding and Phonics
- Reading Comprehension

Angela showed clips from an episode and pointed out how each of these skills is seamlessly incorporated into a charming and fabulously animated show that kids find highly entertaining. Angela, who based the show on her Master’s Thesis, also spoke about the intense research that goes into every episode and about a recent summative, independent research study out of the University of Pennsylvania that showed that children who viewed Super Why outperformed the control group on nearly all tests of program-specific literacy skills and a majority of standardized literacy tests.

Each event also detailed a full spectrum of learning resources created surrounding a property like Super Why to complement the learning objective, engage the child, offer various entry points based on a child’s unique learning, and empower parents as partners in their child’s development.

More importantly, each event dedicated nearly half of its time to Q&A/discussion with parents. Listening was a key goal. PBS encouraged questions and comments throughout the program and was open to feedback. The deep dive into the research opened a whole new conversation up for parents who said they never realized so much went into creating the programming they knew they trusted their children with.

Tweet It Up: As moms were engaged in the presentations and the discussions around the table, they were also busy Tweeting and sharing with their followers who could not be in attendance. We created a special hashtag for the event series — #pbsparents — so participating bloggers and their followers could stay engaged at the events and following them. Many Tweets solicited replies from non-attendees asking bloggers to interject a question on their behalf. Following the events, the moms kept the conversation going,

outlining what they thought of the day and of the at-home activities we provided them as they left.

Take-Away Tools & Resources: Another testament to the fact that PBS KIDS wanted to engage bloggers and create a more in-depth forum for conversation was the “At-Home Curriculum.” Each blogger left our events with a backpack that was a multimedia toolkit of resources, filled with five days of daily activities at-home exercises. Each exercise related to the skills and activities outlined in an episode of Super Why (also included in the backpack) to demonstrate the educational power of properties like Super Why.

Following the events, many of bloggers posted not just positively about what they, as parents, learned, but also about activities and learning they were able to share with their children. As they went through their at home activities and worksheets, we consistently heard that parents were impressed with the learning improvement they saw from day 1 to day 5 of the activities.

Measurement: Monitoring the Twitter conversations and blog posts coming out of each event was very important. With daily reports from our PR agency, 360PR, we were able to look at reactions to event content, reoccurring questions and themes related to PBS KIDS and overall sentiment for children’s media, which enabled the team to make adjustments from event to event.

Follow-up: The team at 360PR following each event sent follow-up thank you emails and Tweets were sent throughout the event and following days. Correspondence included links to helpful sites created for the program (such as pbs.org/parents/childrenandmedia/learningwithmedia) and an offer to walk them through any questions about the at-home activities. As we spoke with bloggers from each event, we were able to tweak the At-Home Curriculum and online resources to better suit their needs.

Turnout is always a concern when hosting an in-person event. We needed to create a compelling invitation in order to get bloggers to take the time out of their busy days to join us. We also had to make it clear they would be hearing something new and would be participating in a blogger event unlike any other they had attended in the past.

We employed the following social media tools to communicate with guests, spread word about event and post follow up photos, video, comments:

Learning with Media web site: To extend the discussion to parents everywhere, PBS KIDS also created a Learning with Media resource on the PBS *Parents* website. The page (<http://www.pbs.org/parents/childrenandmedia/learningwithmedia/>) talked about the series of events, how Super Why episodes are created and even included downloadable versions of all the at-home activities our participating mom bloggers received. In their post-event writings, many bloggers included a link to this page and encouraged their readers to download the activities and try with their own children.

Encouraged by the popularity of this page, we are now looking at ways to extend its life and usefulness by adding more information and resources for parents.

Twitter:

@pbsparents, @kdando, @jharvey_pbs, @angelasanto, @SAGalluch, @victoriaPR, @Laura360, @cmelnick, @skyekm

Flickr: We posted photos from our events to the PBS Flickr page:

<http://www.flickr.com/photos/pbskids/sets/>

PBS Remotely Connected: Remotely Connected is a forum PBS set up more than two years ago to invite bloggers to comment on/write about/review a variety of PBS programs and events. Here we included links to all participating mom bloggers' posts and some of our favorite quotes.

<http://www.pbs.org/remotelyconnected/>

Vendors:

360 Public Relations developed the campaign concept and managed the event series, as well as tapped its mom blog contacts to attend the events.

PBS also partnered with the Silicon Valley Moms Group (a network of eleven blogging communities) to invite bloggers in the SV Moms network to the events.

We partnered with PBS stations in five markets to host the events.--PBS KIDS

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360PR

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Skye McIntyre, Account Coordinator--By both quantitative and qualitative measures, the program was a great success.

Quantitative

Events: 106 bloggers attended 5 events in DC, NY, LA, SF, and Boston

Coverage

•87 feature-length, positive and in-depth posts shared the information we set out to relay

- 745 reader comments (average 7-8 comments per post and as high as 23) showing a high level of engagement from bloggers' readers
- 314, 873 UVM

Twitter

- 615+tweets with #pbsparents
- 859,987 reach

Web Traffic

- 86% posts linked to PBS KIDS and/or PBS Parents
- From May to July 2009, there were 1100 visits to PBS KIDS from mom blogger sites, up 100% from the previous three-month period. (Google Analytics)
- From May to July 2009, there were 519 visits to PBS Parents from mom blogger sites, up 630% from the previous three-month period. (Google Analytics)

Qualitative

The feedback from the mom bloggers that we heard at each event and in their subsequent posts made it clear parents had wanted this kind of dialogue and interactive role. PBS KIDS sees parents as partners in their kids' success. Some quotes from parents echo that relationship:

The event exceeded my expectations on many levels, but I was most struck by all of the resources PBS has available online that I did not know existed. It's a GOLDMINE! Resources, guides and ideas for parents to use to supplement the viewing of SuperWHY, CyberChase, Word World and more. — Coast2Coast Mom

I really get the sense that they put kids' interests first. I've put absolute trust in the PBS KIDS brand: if it's a PBS show, I let my kids watch it. — Finding Bonggamom

The visit, presentation, and discussion made a huge impression on me and it's for that reason that I have become a total PBS KIDS cheerleader in my home. — Mama Law

Lesli Rotenberg, SVP of Children's Media of PBS, is reaching out to bloggers in order to reach out to parents everywhere to get feedback about the role media plays in our lives, especially with regard to our children. She wants us to start an online dialogue — on our blogs but also on PBS Parents Caffeine and a Prayer.

See, apparently, the people over at PBS KIDS did not go into their line of work for the fabulous remuneration of public television. They actually, um, care about providing quality, educational programming to children. Wheels on the Bus

The Tech Savvy Mama in me loved that PBS KIDS also wanted to hear directly from moms about the role media plays in their families' lives. Lesli talked about how PBS KIDS takes a

360-degree approach to a child's world, far beyond television, finding ways to offer a child learning opportunities throughout their day.

DC Metro Moms—These results dramatically show us that we achieved our goals of engaging a discussion about the value of children's media. With more than 87 full-length posts, each mom blogger took a deep dive into what media means to them and their children personally. Our event content truly informed these parents (and in turn their readers) about the amount of detail that goes into PBS KIDS properties and got them engaged in a larger conversation that showed in their positive writings and the high number (nearly 750) of comments from their readers.

Most importantly, we created an authentic two-way dialogue with parents, gaining direct feedback from them that continues to affect our ongoing work and communications with them in the future. These events were used to build on existing relationships and social media programs and they have done that and more -- launching into even deeper communications programs to reach parents online.

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DIVISION: MEDIA**CATEGORY: INFLUENCER RELATIONS****INTEL****PROBLEM OR CHALLENGE TO BE ADDRESSED**

Times have changed, and consumers have started to place more emphasis on the value of the computer brand vs. the processor for their purchasing decisions. Yet at the same time, the processor has never been more important to a consumer, who is spending more time online while creating and sharing more content than ever. Consumers did not understand the direct correlation between the two and did not know how Intel processor technology continued to deliver the communications, entertainment, content creation and overall experiences they have come expect.

Consumers have begun to rely more and more on social media and online content as a resource for product information and recommendations. To educate consumers on processor relevance and generate preference for Intel technology, Intel's Global Communications Group (GCG) and Ogilvy PR collaborated to assess what consumers using social media were saying about Intel processors and to develop a unique strategy and set of programs based on these findings.

Based on research, Intel learned that consumers who owned PCs with Intel processors were not vocal. To "activate" these consumers and convert them into fans, Intel and Ogilvy PR targeted social media influencers that reached three key audiences: consumers, technologists and the social media/marketing community.

Tech-savvy consumers were the primary target audience for Intel, as this group ultimately chooses which computer to purchase — and ideally, they would choose ones with Intel inside. With the number of consumers who rely on social media for information rapidly increasing, consumers active in social media was a priority audience.

In addition to consumers, the program could not ignore social media that reached their core technologists. This was especially important as traditional media increasingly turned to tech-focused social media as a source of reliable news and information.

Since Intel was taking a risk by fully embracing cutting-edge social media strategies, Intel also wanted to amplify its story by sharing it with the broader social media and marketing community.

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SOLUTION/TOOLS USED/RESULTS

To achieve these goals, Intel, and Ogilvy PR created a social media advisory board, the Intel Insiders, which consisted of influential social media thought leaders who have technology, consumer and marketing industry followers. In June 2008, the Intel Insiders program was launched, and the program took off — generating buzz not only internally at Intel, but also with consumers engaging with the Insiders on their respective social web properties and from business and marketing trade media as well. (<http://scoop.intel.com/insiders>)

To kick off the Intel Insiders program, a diverse mix of ten social media influencers who reached one of the three key audiences were identified. This group included:

- Brian Solis, bub.blicio.us
- Irina Slutsky, GeekEntertainment.TV
- Cathy Brooks, OtherThanThat
- Adriana Gascoigne, Girls in Tech
- JD Lasica, Darknet and Traveling Geeks
- Sarah Austin, Pop17
- Tom Foremski, Silicon Valley Watcher
- Frank Gruber, Somewhat Frank
- Justine Ezarik, iJustine
- Christian Perry, SF Beta

To ensure the group was not viewed as paid-for publicity, the program participants or “Insiders” were not financially compensated, but invited to join the group on a voluntary basis. It was important for consumers to know that the Insiders only wrote about Intel because they understood and believed in the benefits of Intel processors. From day one we set out to publicly disclose the guidelines, goals and objectives we were setting out to achieve with the Insiders program. A key element in the Insiders program is a diligent adherence to

the Word of Mouth Marketing Association's (WOMMA) Code of Ethics to help ensure authenticity and transparency.

By committing to the program for one year, the Insiders agreed to:

- Participate in Intel-focused events throughout the year for education purposes
- Provide feedback on Intel's social media activities so that Intel could develop best practices

In return, the Insiders would receive special "inside" access to Intel embargoed news, executive dialogues, exclusive events and visibility on Intel social web properties. We continuously engaged them with the brand by publicly disclosing that we were seeding them the latest Intel-powered devices on the market, consulting them for advice and feedback prior to most major online community engagements, and integrating them into Intel campaigns.

For example, as a part of Intel's "Mobile Etiquette" campaign, we hired Justine Erazik and her production company to create videos about appropriate protocol for using mobile devices in public, which reached her strong following of social media enthusiasts and consumers. In addition to utilizing YouTube and Twitter to reference Justine's video lessons on mobile etiquette, the team created a Facebook widget to determine people's "mobile personality" and linked back to a mobile manners landing page (<http://www.intel.com/go/mobilemanners/>). This page gave the Insiders program further exposure. In addition to the videos, we elevated Justine's presence beyond the online space to reach across local TV stations and radio to speak about mobile manners.

Our challenge was to reach our target audiences through each Insider while ensuring authenticity of each Insider's voice. We worked diligently to keep the Insiders engaged with the Intel brand, but were mindful of the fact that their audiences were well aware of the Insiders' affiliation to Intel. From the initial kick-off meeting with the Insiders, we stressed the need for them to be very open about the ability to disclose whatever they learned, whenever they wanted and in any tone they felt was necessary. We posted the goals and objectives of the Insiders program publicly on an Intel Blog and continue to stress the importance of proper disclosure — welcoming both positive and negative feedback to be shared publicly.

Using social media monitoring tools such as Technorati and Compete.com to determine influence and reach, the team researched and identified a diverse list of innovators and thought leaders in the social media space. Intel Insider candidates specialized in various types of social media, reaching of the widest audience possible, including consumers, technologists and social media/marketing experts. Each candidate possessed a very different set of digital content creation skills such as video creation, live streaming, blogging and more, to reach consumers.

We continued to stay in touch with each Insider using Twitter, Facebook, YouTube and Flickr. Content was tagged with #IntelInsiders to make information about the Insiders easily accessible across the social web.

Intel teamed up with Ogilvy PR to develop and sustain relationships with each individual Intel Insider. To build a lasting relationship with the Insiders, we engaged them across numerous Intel campaigns and activities throughout the year. Intel worked diligently to ensure that the Insiders were well versed in new Intel products and initiatives. Conversely, we not only involved the Insiders in Intel projects, but also became active in each Insiders' projects as well.

There have been several pieces of positive Intel Insiders program coverage by marketing bloggers, who positioned the program as a “benchmark” in the industry for social media advisory boards and brand ambassador campaigns. Aaron Bean of the New Idea Blog said, “Great to see big brands that get it that organizing people with influence online often involves getting people together in the real world to further solidify connections.” Additionally, Intel was recently named one of the Top 10 most digitally engaged brands by author and former Forrester analyst, Charlene Li.

The success of the U.S. Intel Insiders program also inspired other Intel regions, like Asian Pacific, to replicate the program.

A post from Intel's consumer blog, the Inside Scoop, on the first year of the program highlights lessons learned and some ideas for year two, which just began:
<http://scoop.intel.com/2009/06/intel-insiders-social-media-advisor-program-turns-two.php>

Creating the Intel Insiders as part of a larger campaign to spotlight both the Insider's expertise as well as educating consumers was extremely successful in reaching consumers online. Justine Erazik's participation in the Mobile Etiquette program was extremely popular, with her three videos going viral, receiving more than 319,000 views collectively. Also, more than 6,200 people viewed the Facebook widget application to determine their mobile manners personality. This was all integral to giving the Insiders program more visibility externally with consumers.

Additionally, each Insider has covered Intel extensively, from producing blogs on their experience with Intel processors, such as the Atom, on netbooks to tweeting about educational videos on processor technology. The Insiders were especially excited about Intel's CSR initiatives, particularly the Intel Inspire campaign. Each Insider created videos answering the question, “What inspires you?” The power of word of mouth was proven when Sarah Austin's video was created, which then inspired over 100 video responses answering the very same question.

By incorporating the Insiders into Intel's larger communications initiatives, such as Mobile Etiquette, Intel was further able to establish credibility within the social media community and to tech-savvy consumers and technologists.

The Intel Insiders program also provided an opportunity to participate in influential social media projects that increased Intel's footprint in the social media space. For example, Intel became involved with each Insiders' individual projects, leading to opportunities such as a sponsorship of JD Lasica's Traveling Geeks project, the launch of Sarah Austin's new livecast channel, Techku, and a content partnership with Rocketboom.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

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DIVISION: CORPORATE**CATEGORY: INFLUENCER RELATIONS****BLACK DUCK SOFTWARE****PROBLEM OR CHALLENGE TO BE ADDRESSED**

Black Duck Software has the industry's most comprehensive database of open-source software. The company wanted to identify and analyze timely, relevant open-source software developments and trends and engage in a conversation with thought leaders in the open-source and broader business communities. We wanted that conversation to be informative, enlightening, and to serve to reinforce Black Duck Software's reputation as a leading authority on issues pertaining to open-source and mixed-source software development. The company has unique insight on open-source topics, and we wanted to share that information in a responsible, accessible manner.

Compelling, informative content is a valuable asset and the backbone of any social media program. In these days of shrinking newsroom budgets and tighter deadlines, reporters and bloggers need all the help they can get when it comes to gathering and distributing authoritative information that educates and informs. Almost every company is an expert in something, but companies like Black Duck that have proprietary access to data on growing trends and developments have a special advantage. By sharing this information and expertise with media influencers and engaging in the online conversation that follows, these companies are able to build visibility and authority for their brand.

Black Duck Software's mission is to help companies accelerate time-to-solution and reduce software development costs by providing the world's best products and services for automating the management, governance and secure use of open source software. Black Duck enables companies to shorten time-to-market and reduce development and maintenance costs while mitigating the risks and challenges associated with open source reuse, including hidden license obligations, security vulnerabilities, unsupported open source, and version proliferation. The company is headquartered near Boston and has offices in San Francisco, Amsterdam, Tokyo, and Hong Kong, as well as distribution partners throughout the world.

As a key part of its business, Black Duck continuously searches the Internet for open-source and downloadable code. The result is the industry's most comprehensive database of open source software the Black Duck KnowledgeBase. The company has collected literally hundreds of thousands of projects from thousands of Internet sites composed of billions of lines of code. The objective for this campaign was to leverage that valuable resource in a way that would educate and inform, raising visibility and awareness for Black Duck as a trusted, leading authority on the issues of open-source and mixed-source code development.

SOLUTION/TOOLS USED/RESULTS

Black Duck and Topaz Partners identified a list of influential bloggers and reporters in the open-source and application development spaces that we believed would be most interested in our data and analysis. We engaged this audience of influencers through briefings and blog comments, and by offering them timely news hooks supported by our conclusions. Through these influencers, we were able to reach our key target audiences:

The Open-Source Developer. This person or project group is dedicated to developing software using an open, collaborative process, contributing the results of their efforts to the larger software development community. This audience uses a variety of licenses that range from permissive to restrictive, which reflect the intent of the developers.

The Open-Source Evangelist. A director level or higher, at mid-size and large commercial software enterprises. This person realizes that lines between open source and proprietary code are blurring and believes that this is a positive development, but needs to be able to convey the growing promise and importance of multi-source development to company executives.

The Chief Legal Counsel. A senior executive at mid-size and large commercial companies. Even though open source software is free, it comes with license obligations that must be met. As a result, the General Counsel, who is responsible for the legal risk and exposure of their company, is frequently involved in the use of open source in the company's development organization.

—To make the Black Duck brand synonymous with open-source and multi-source software development and widely known among the application development community and its influencers

—To create greater awareness of the multi-source development model

—The strategy for this initiative was to share valuable information to the community-at-large about trends and developments pertaining to open-source software, and in so doing position Black Duck as an authority and leader. We wanted to package that information in a way that made it transparent and accessible to a broad audience, but we also wanted to engage influencers directly through the give-and-take that social media provides. We wanted to offer our help and expertise to reporters and bloggers looking for the story behind the story, using our data to formulate and express their own valuable thoughts and opinions about the subject—and another layer of value to the initiative.

Our solution was a data-driven, holistic social media and PR outreach and engagement strategy. Data, analysis, and storytelling served as the backbone of the program. Social media

platforms and tools enabled us to both distribute our content and engage in a conversation with influencers.

Our plan was based on a teamwork approach leveraging the creativity, software expertise, and communications abilities of a diverse group of people.

We decided to use a holistic PR approach, combining social media initiatives, traditional public relations, and content development.

- Under our plan, the Black Duck team would identify timely, relevant topics and issues pertaining to open source development that would resonate with thought-leaders in both the open source and broader business community.
- Black Duck Software experts would identify and analyze relevant data from the company's KnowledgeBase that would illuminate and inform.
- Black Duck's editorial team would produce white papers on these issues that would be promoted via social media channels.
- Topaz Partners would craft media releases that tell stories—closer to stand-alone news stories than traditional corporate press releases.
- To complement these media releases, Topaz would produce and distribute podcasts with Black Duck executives that provided additional information and context and were distributed via our media releases.
- Black Duck would produce a webinar series on related trends and issues related to open source application development. These webinars would be open, accessible, and enabled participants to engage in lively and informative online conversations.
- Black Duck would engage in a disciplined, proactive blog relations program, identifying opportunities to comment on blogs and websites on issues pertaining to open and mixed-source code development.
- Black Duck would provide reporters and bloggers with OSS commentary, expertise and analysis via briefings.
- Black Duck would distribute relevant content via social media channels (Twitter, Facebook, LinkedIn)
- In line with our holistic approach, all parts of this initiative were designed to work with and complement each other.

As stated, our objective was to identify timely topics that would both inform and encourage dialogue among influencers. The backbone of the initiative was expert analysis and quality content.

To that end, Black Duck produced findings on a range of relevant issues, including:

Black Duck Software Analysis Shows Dramatic Growth in Open Source Targeting
Mobile Platforms 2/25/09

Black Duck Software Analysis of Open Source Reveals Reuse of Code Representing
316,000 Staff Years 3/30/09

Black Duck Survey Reveals Open Source Development Trends 3/11/09
Black Duck Software estimates development cost of Open Source Software at \$387 Billion 4/14/09
Open Source Software Projects in Health Care Offer Significant Cost Savings, Reports
Black Duck Software 6/10/09
More at: <http://www.blackducksoftware.com/news/releases/2009>

Black Duck used social media tools and platforms to distribute our content and engage in a conversation with our audience.

A series of podcasts that Black Duck produced (<http://www.blackducksoftware.com/resources/podcasts>) complimented our findings and analysis. The podcasts also enabled Black Duck to report boots on the ground from conferences relevant to our target audiences, including the IBM Rational Conference, the OSCON Open Source Conference, and the Olliance Group's Open Source Think Tank. Rather than rely on one spokesman, Black Duck delegated podcast opportunities to a range of company executives, including Black Duck President and CEO Tim Yeaton and Vice President of Business Development Phil Oden. Podcast topics included open source and health care, the growth of open source mobile application developments, and open source licensing trends.

A critical aspect of our initiative was a coordinated blog relations program. When our media releases and podcasts were picked up by blogs and news websites, we used comments to clarify, expand, and inform. We also took the opportunity to comment on stories and issues that were related to our expertise but didn't mention us directly. In total, we posted several dozen comments on websites ranging from CNET and ZDnet to Forbes and *The Wall Street Journal*.

Finally, our webinar series enabled us to educate and inform our audience—and allow for the free exchange of questions and ideas that social media enables. The application development community is composed of a diverse group of highly intelligent, independent-minded people. Standards are high when it comes to information and data pertaining to open source issues. For these reasons, it was critical for our data and analysis to be thoughtful and comprehensive. If questions or criticisms were raised about our findings, it was important for us to engage in a conversation with them via social media and to respond quickly and respectfully.

- Black Duck and Topaz Partners recorded and edited our podcasts using Audacity. For remote audio interviews we used TalkShoe. For our webinar series, we used GoToWebinar. Black Duck also has a Twitter, Facebook, and LinkedIn presence.
- The initiative was a collaborative one with a team-driven approach. Through weekly planning meetings and day-to-day discussion, we worked together to identify relevant topics, search the company's database for data relevant to those topics, craft white

papers and media releases around our findings, and engage our target audiences through social media tools and channels.

Black Duck Software

Peter Vescuso, Executive Vice President of Marketing and Business Development

Eran Stroud, Director of Product Marketing

Timothy Kenney, Director of Marketing

Michael Waldren, Communications Manager

Topaz Partners

Ann Dalrymple, Account Director

Tom Francoeur, Senior Counsel

Tim Allik, Director of Social Media

Malinda Singh, Assistant Account Executive

Black Duck was cited as an authority on open- and mixed-source software issues in more than 100 news articles and blog posts during this campaign, including *SD Times*, *Ars Technica*, *CNET*, *CIO*, *InformationWeek*, *Linux Magazine*, *Ostatic*, *Port 25*, *Computerworld*, *The Register*, *eWeek*, and *ZDNet*.

In 2009 Black Duck was named to the 2009 *SD Times* 100, an annual list that recognizes leaders, innovators, and influencers in software development.

In 2009, Black Duck was also named by the independent analyst firm *voke, Inc.* as a 2009 *voke Innovator*. According to *voke*, recipients of this honor are an elite group that demonstrate significant and profound market impact while advancing innovation and transforming the global lifecycle [and] share a common thread of market impact and innovation, as determined by user acceptance, usefulness, and creativity of the solution.

In terms of audience metrics, the Black Duck webinar series regularly attracted several hundred participants. Traffic to BlackDuckSoftware.com increased 30 percent year-over-year, significant growth given that on average, 20 percent of the company's business leads initially come through the website.

The results of this campaign expanded and reinforced Black Duck's reputation as a leading innovator, authority and thought leader on issues pertaining to open-source and mixed-source software. By leveraging the company's proprietary database and software expertise, identifying timely trends and developments that would resonate with our audience, and then sharing that information using both traditional and social media channels, Black Duck is now widely recognized not only as a successful, growing software company, but as a trusted source of valuable information that is directly relevant to our target audiences.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

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Director of Social Media

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DIVISION: CORPORATE**CATEGORY: INFLUENCER RELATIONS*****PARENTS MAGAZINE*****PROBLEM OR CHALLENGE TO BE ADDRESSED**

Sometimes you can be a victim of your own success. Such was the case facing the boutique search and public relations agency called SEO-PR. The specialist firm was called in late in the game to help *Parents* magazine promote a reader contest for the 2008 “Baby Photo Contest.”

Despite starting from behind, the firm was wildly successful securing more than 85,000 entrants.

Here in lies the challenge: For its 2009 contest, *Parents* magazine wanted to exceed the number of entrants secured from the previous year. Any increase over 85,000 entrants would be a magnificent accomplishment.

- SEO-PR learned from its previous experience that keeping news of the contest alive until the deadline for entry was pivotal to driving registrants. After the initial press release announcing the contest, how could *Parents* magazine keep their contest top of mind?

Given the first call for entrants would be issued on April 2, 2009, and the deadline for entry would end on June 24, 2009, what could be done to keep the news alive for the three-month duration?

SEO-PR also faced a second substantial challenge. As a major niche publication, *Parents* magazine would find it unlikely that similar publications, vying for the attention of the same audience, would promote its contest. Consequently, SEO-PR turned to the blogging community as potential partners.

- The target audience was two-fold. First, SEO-PR aimed to reach a direct audience of parents or legal guardians with children ages three-months to six years of age. Second, they aimed to reach a blogging community that had influence over this target audience, colloquially known as “mom bloggers” and “family bloggers” where the latter is a pair of writers, for example, a mother and a father, who team together to publish a blog. Building relationships with these key bloggers—through interpersonal and technological means—would be pivotal to their success.
- The contest that *Parents* magazine conducted was not simply for publicity’s sake, rather it had a very clear goal: subscription leads. In the last couple of years new

subscribers have become ever more important to print publications amid declining circulations. This contest and its success is vital to *Parents* magazine.

Every eligible entrant to the Cutest Baby Contest, by definition, meets the ideal demographic of potential subscribers to *Parents* magazine. In the process of choosing to enter the contest, entrants were required to submit contact information, such as an e-mail address, which provided *Parents* with a means to market to these prospects when the contest was over. Topping 85,000 entrants for the 2009 contest would provide a very tangible business outcome for the magazine.

- "The difference between search and social is the difference between information and influence," said Greg Jarboe, co-founder of SEO-PR and principal strategist behind the *Parents* magazine communications strategy. Search is when people find information and even act on it, he explains, but social media lends influence. Bloggers have tremendous influence in social media, especially since blogging itself is social.

SOLUTION/TOOLS USED/RESULTS

SEO-PR's strategy, as the company's name might imply, was to issue a series of four press releases optimized for search engines. Their research found that people actively searched for information under key phrases such as "baby photo contest."

The four releases would be timed appropriately to keep the news alive. The four releases would 1) announce the event; 2) provide tips from the editors for entrants submitting an application to the contest; 3) thank the blogging community for their support—this was instrumental to the relationship building; 4) announce the deadline was looming about two-weeks prior to the contest to submissions.

Search optimization would ensure people could find information, and then SEO-PR would follow up by reaching out to a targeted list of 200 bloggers that write about parenting issues. Specifically, SEO-PR looked for the so-called "mommy bloggers," however, as evidence of their research and dedication, SEO-PR learned two key facets:

1. The so-called "mommy bloggers" view that term as derogatory and prefer to be called simply, "mom bloggers." Getting someone's name right when speaking to him or her is fundamental to building a relationship. So too is it with the blogging community, which can be highly fickle.
2. SEO-PR also learned that there's another category of bloggers that would have an interest in the contest called, "family bloggers." Family bloggers are distinct because they are usually a man and a woman -- mother and father -- who have teamed up to publish a blog.

SEO-PR would issue four press releases, optimized for search with key word and create link-backs. The press releases were issued over PRWeb, an online news distribution service with special features to enhance search engine optimization and social media adoption. Each press release had a specific function:

- April 2, 2009: The first press release would announce the award. It would be optimized for search and social media using PRWeb, for example by incorporating a YouTube video packaged and distributed with the press release. Next the SEO-PR team would conduct targeted outreach to the list of 200 mom and family bloggers.
- April 29, 2009: The second press release would offer “Tips from the Editors” on entering the contest. For example, the editors often observed *Parents* like to submit photos of their children in hats, yet hats often obstruct the view of a baby’s face in a photo and so would diminish an entrant’s chance of being selected as winners. This second release would serve to help keep the news top of mind, provide another opportunity to communicate with mom and family bloggers, and offer a second useful topic for a blog post. This release would also be optimized for search to improve *Parents* standing in search engines for key words like “baby photo contest.”
- May 29, 2009: The third release would be central to the influence and blogger-relations aspect of SEO-PR’s strategy. This release would thank the mom and family bloggers for writing about the contest -- and more importantly reward key bloggers for their participation and contributions. Specifically the release would cite seven such blogs, who were not only participating in the contest, but had gone “above and beyond” by sharing the information and lending their social influence. The press release cited these blogs by name and included links to those blogs helping to drive traffic and visibility both for the contest and for those individual blogs. Saying “thank you” and pointing out the selfless act of information sharing both further solidified the existing relationships with mom and family bloggers and also encouraged additional bloggers to also write about the contest. Again, this press release was optimized for the search engines and integrated social media aspects like the YouTube video.
- June 12, 2009: The fourth and last release would be the final call to action -- a looming deadline can often provide powerful motivation for entering the contest. However, SEO-PR never forgot its fundamental principles -- that people search for information and social media bears influence. This enabled SEO-PR with one more opportunity to go back to the blogging community it had previously and very publically thanked, with one final blog post idea. This press release was also optimized for search on PRWeb, incorporated social media like YouTube.

SEO-PR faced three challenges, or potential challenges, with regard to their communications strategy:

- The first challenge was keeping the news alive for the duration of the contest. Once the initial release was issued, SEO-PR found creative ways in the following three press releases to keep the news interesting and top of mind.
- The second challenge was communicating clearly that professional photography was not permissible. During the previous year's competition, SEO-PR learned that entrants had attempted to use professional photographers and those entrants were disqualified.
- The third challenge was concern over what impact the current economic situation might have on the contest. As it turned out, the recession was not a factor, as there did not appear to be a recession in babies.

PRWeb was selected as the vendor of choice for online news distribution because the service has special features to enhance search engine optimization and enables the incorporation of social media.

PRWeb has developed an impressive network of distribution and syndication partners -- that includes bellwethers like Google News, Yahoo! News, the Associated Press and Ask.com—and makes its customers' news available to more than 70 million unique visitors in the United States alone. In addition to the PRWeb syndication network, PRWeb news releases are distributed directly to an audience of more than two million visitors each month on PRWeb.com including 250,000 RSS subscribers and 35,000 reporters and bloggers.

This network is important to SEO-PR because every time a network partners syndicates an optimized press release, it provides an additional hyperlink back to the contest's Web site. Search engines recognize these links and boost visibility of the Web site in association with the key words—in this case “baby photo contest.”

PRWeb has also consistently led the market with innovative improvements. It was the first online news distribution provider to integrate social media and multi-media channels into its service. For example, PRWeb was the first major newswire to allow customers to imbed YouTube videos directly into online news releases.

Today, PRWeb has integrated a variety of other social media tools—key to SEO-PR's efforts on behalf of *Parents* magazine—that increase a given press release's visibility online including these two:

—ShareThis. The ShareThis feature enables readers to bookmark a press release over PRWeb with the social bookmarking tool of their choice. This includes common sites like Digg and Delicious and newer applications such as Stumbleupon, Yahoo!'s Buzz

Up! and Google's Bookmarks. It also provides the means to re-publish an article on popular social networking sites like Facebook and LinkedIn. These features made it very easy for the blogging community to share information with their social media community.

—Social Media Video, Podcasts, and Photo Integration. PRWeb provides its customers with an easy way to incorporate a range of multimedia options into their press release distribution. For example, YouTube videos, podcasts and photos or logos can be easily packaged with the text of a press release -- this breathes life into news announcements and search engine optimization. SEO-PR made great use of photos and multi-media, which provided mom and family bloggers with interesting visuals they could publish alongside their blog post.

SEO-PR divides their team role and program components exactly as their name indicates—one part focuses on search engine optimization and the other on public relations and specifically outreach; in this case outreach to bloggers.

The results of the campaign were nothing less than tremendous:

- *Parents* magazine secured 129,155 entrants to their contest, surpassing the previous year's benchmark by nearly 50 percent.
- PRWeb's analytics definitively measured the press release impressions and full page reads; collectively the four press releases secured 665,168 headline impressions and 8,865 full-page reads. The fact that nearly 9,000 people personally read these press releases is a remarkable feat.
- *Parents'* website ranked #1 on key search terms, including "baby photo contest."
- Search rankings were boosted in part because the press releases and subsequent blog posts produced 446 back links to six pages on *Parents'* website dedicated to the baby photo contest.
- The YouTube video received 888 views helping to drive search engine traffic.
- A search on Google Blogs demonstrates 76 bloggers posted references to *Parents'* baby photo contest.
- To demonstrate the influence of those blog posts, and the importance of including multi-media in press releases, five of blogs alone that linked to the photo contest website received 682,399 unique visitors in the month of June 2009 alone.

The results map precisely to the stated goals; *Parents* magazine secured 129,155 potential new subscribers.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

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DIVISION: CORPORATE

CATEGORY: INFLUENCER RELATIONS

EMBARQ

PROBLEM OR CHALLENGE TO BE ADDRESSED

Create a presence in an online community where customers and prospects are already engaged:

- 1) Go where our target is—bring our brand to them
- 2) Promote customer and prospect engagement and interactivity
- 3) Expand positive sentiment built through online customer outreach

SOLUTION/TOOLS USED/RESULTS

Recognizing the importance of reaching customers where they live online, EMBARQ launched a branded YouTube channel with how-to product/service videos and a video submission contest that would build brand awareness while providing a platform for customer content and connecting with customers socially.

Consumer: Current customers and prospective customers who are online. Focusing on adults 25 to 55 years old w/ kids who live in EMBARQ territory:

1. Customers who have three or fewer EMBARQ services
2. Prospective customers who have no services with EMBARQ

Business:

- Small/mid size businesses within footprint that are online
- Large businesses within footprint that are online
(Will get specific business targets, focus for business will be videos/discussion board: commercials, how-to's, demos—not contest)

All Influencers:

- Targeting tech decision makers
- Continue positive YouTube teleco sentiment (vs Cableco negative)
- Also all online stakeholders/influencers: Employees, IR, HR recruiting, shareholders, press, etc.
- Increase online brand awareness, brand favorability and increase sales with online influencers for Embarq.

Recognizing the importance of reaching customers/prospects where they live online, EMBARQ launched a branded YouTube channel with a robust how-to product/service video content strategy and a video submission contest that built channel and brand awareness while

providing a platform for customer-driven content and connecting with customers/prospects via the social web.

YouTube Channel:

Contest: 10/01/08 to 12/15/08

How-to vid focus: 1/02/09 to present

Excellent level buy-in, organizational cross-divisional buy-in

iCrossing: creative development, integrated marketing agency

Radian6: social media monitoring—Kevin Cobb, Interactive Brand Manager—EMBARQ

Anita Shaw, Director Account Services—iCrossing

Amber Nashlund, Community Manager—Radian6

Zena Weist, Interactive Brand Strategist—EMBARQ

Qualitative:

Industry buzz: Online DIYers embedding how-to vids into their blog posts

Quantitative:

127 blog posts re: Contest or How-to vids

82 other online news articles/mentions

Regarding brand awareness and brand favorability, the Dynamic Logic's findings said that the EQ YouTube Channel online initiative was the best performing to date. We received the highest score for Brand Awareness on record, and the other metrics we were tracking ranked within the best performing.

As far as contest KPIs:

Over 350,000 views, the goal was 200,000 views

Over 450 contest entries uploaded (250 approved); the goal was 100 entries

1620 orders (during the contest only)

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

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DIVISION: CORPORATE**CATEGORY: INFLUENCER RELATIONS****KAAVO, INC.****PROBLEM OR CHALLENGE TO BE ADDRESSED**

Incorporated in 2007, Kaavo, Inc. was a young company and had a minimal-brand awareness brand prior to its first product launch in January 2009. Kaavo needed to raise its visibility with potential customers and influencers, as it had not yet signed an official client.

As a cloud-computing infrastructure provider, Kaavo is present in a rapidly evolving and expanding market. The estimated market for cloud-computing infrastructure is expected to reach \$95 billion by 2011, according to Merrill Lynch research. The overall cloud-computing market is poised to capture 25% of global IT spending growth by 2012, increasing to \$42 billion at a compound annual growth rate of nearly 30% according to IDG estimates.

Yet, despite significant growth rates, cloud computing was, and continues to be, a relatively nascent industry and has frequently been cited as a “mere marketing buzz word.” The space is yet to be defined. In addition, myriad vendors have emerged in the last five years, and business owners are wary of the technology due to security and complexity concerns.

As a result, Gutenberg Communications had to help differentiate Kaavo from its competitors and other players in the broader cloud-computing space. Positioning Kaavo as a thought leader was also critical to building momentum and credibility for its product launch, as well as for a lasting brand.

The target audiences for Kaavo’s IMOD launch were potential customers, venture capitalists, and industry influencers involved in deploying applications on mainframes and internal servers as well as those interested in exploring what “cloud computing” has to offer:

Potential customers—Small businesses and early-adopter enterprises

Venture capitalists—While Kaavo received initial rounds of funding, the company was still in the early stages of capital-raising

Industry Influencers—Bloggers, industry media and analysts influence small business owners, chief information officers and other c-suite leaders who act as the decision-makers for enterprise technology

Primary goals:

1. Raise Kaavo’s corporate profile and generate awareness of its core product, Infrastructure Middleware on Demand (IMOD)

2. Coordinate a successful product launch to allow Kaavo to acquire its initial clients
3. Spark interest among the investor community, as VC's are extremely important for most start-ups

Secondary goals:

1. Differentiate Kaavo from the other vendors and the role of cloud-computing infrastructure in the overall cloud computing space
2. Position Kaavo as a thought leader on the maturing cloud-computing industry instead of a technology product vendor

SOLUTION/TOOLS USED/RESULTS

The debate on the value of cloud computing was exploding. While the trade media had begun to focus on the sector closely in recent years, the blog community was often the first to identify and assess new development and trends at the most granular level. Industry analysts blogged about start-ups while several well-established IT publications such as InformationWeek dedicated a blog to cloud computing issues only. As a result, we conducted comprehensive research on the most influential bloggers, key analysts and trade journalists covering cloud computing and virtualization. After compiling the media list, we collaborated with Kaavo to draft the launch press release, messaging and pitch notes.

The press release was distributed nationally on a Monday to capitalize on the news cycle, and we sent tailored pitch notes to the targeted media and influencers.

First, product launches themselves are not usually newsworthy unless from a well-known company. Secondly, differentiating Kaavo's position in the cloud-computing space was critical, as vendors launched products daily. The launch of IMOD was likely to be lost in the noise. Finally, Kaavo did not have first mover advantage in the cloud computing infrastructure market. Although its product was the first of its kind, its competitors—Right Scale and Elastra—were more well established in the industry.

Aside from our own research and traditional media outreach, we understood the importance of a "grass roots" campaign where we could reach influencers more directly. Thus, Twitter, LinkedIn, and Facebook were essential components of the communications strategy.

- Stephen Stewart: Account Executive
- Kerri Hazama: Associate Director

1. Venture capital interest: We coordinated a successful launch that ultimately led to interest from seven venture capital firms.
2. Red Monk coverage on Kaavo's PR campaign: We successfully secured coverage in the leading industry publications and the blogosphere, including an audio clip on

Red Monk touting the success of Kaavo’s public relations campaign. Based on the press coverage, Kaavo seemed to have “reinvented the cloud,” according to one of the commentators:

http://redmonk.libsyn.com/index.php?post_id=425596 (skip to minute 7:15)

Red Monk is a leading IT analyst blog forum and the first analyst firm built on open source, allowing the community to contribute content and making all information accessible to the public. Michael Cote, the lead IT management analyst, detailed Kaavo’s public relations campaign, explaining that “everyone” was tweeting, blogging, and posting about IMOD on the day of its launch.

3. Blogs for the other coverage included:

Secured news coverage in leading business news portals including *PC World* (Leading computer and business magazine), *CIO* (Leading magazine on Information Technology), *InfoWorld* (Technology magazine for IT managers and decision makers), *IT World* (Leading IT site for IT professionals information and technology vendors), *Network World* (Premier provider of information, intelligence and insight for Network and IT Executives), and *Industry Standard* (The Newsmagazine of the Internet Economy)

Featured in stories in leading business portals including *TechWorld* (Business Technology and IT portal), *TMCNet* (World’s leading business to business and integrated marketing media company) *Cloud Computing Journal* (Leading journal for IT professionals), *Virtualization Journal* (Leading business journal), and *CXO Today* (India’s first national e-newspaper for information technology, internet security, and data recovery)

4. Influencer Coverage included:

a. John M. Willis—Has 30 years of work experience in Enterprise System Management and IT management and has authored several books in the space.

b. Michael Cote—Cote is analyst at Red Monk covering primarily enterprise software, specializing in open source, IT management, software development, collaborative, the web, and social/collaborative software. He is RedMonk’s IT Management Lead.

c. Terry Singh—Has a blog called Avastu Blog — Sustainable Global Clouds and focuses on real-time market analysis and research on cloud computing, financial markets, virtualization, global sourcing, emerging trends, and business strategies

d. Doug McClure—Doug has focused the past 18 years of his career on developing repeatable methodologies for continuous improvement in business

and IT service management across many diverse public, private and government positions. He is an industry recognized thought leader and subject matter expert in the area of BSM and publishes a widely followed blog on the subject and participates in global conversations within this rapidly evolving space.

e. John Foley—He is the editor of *InformationWeek*. John Foley began his career as a technology journalist inside the Washington beltway, covering the breakup of AT&T and the deregulation of the telecom industry. Since joining InformationWeek, he has written or managed many stories on IT implementation by local, state, and federal agencies and governments.

f. 451 Group—The 451 Group is an independent technology-industry analyst company that was founded in 2000 and has offices in the US and Europe. Our research makes sense of swiftly moving trends in the industry creating information technologies (IT) used by large and mid-sized organizations.

As demonstrated by the Red Monk podcast, we coordinated a successful product launch and had “everyone tweeting” and writing about IMOD. We also established a foundation for a strong corporate brand able to support Kaavo’s growth in the long run. Coverage was positive, allowing us to position Kaavo as a thought leader and to help convince industry skeptics.

Most significant, however, was the interest from the seven venture capital firms and potential clients garnered over time.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

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DIVISION: NONPROFIT
CATEGORY: INFLUENCER RELATIONS

WAR CHILD CANADA

PROBLEM OR CHALLENGE TO BE ADDRESSED

War Child Canada needed to raise funds and awareness for the estimated 300,000 children around the world who have been forced or drafted into armed groups. We decided to launch a provocative multi-media campaign to pierce through the online static and fight the trend of declining donations for NGOs during a recession. We sought to reach the largest number of online users with our message, but placed greater value on earning the respect and recognition of online influencers, thereby targeting authoritative voices in the digital space. Our challenge was to recruit social media and blogging figures that would proselytize our cause and make War Child their charity of choice, spread the message, and drive donations.

SOLUTION/TOOLS USED/RESULTS

We continue to have great successes in our community outreach and school programs, however to attract key supporters in a demographic segment willing and able to donate on a regular basis, we needed to tweak our messages and delivery model. Determining how to best connect with online influencers required success on two fronts. First, we needed to develop creative and edgy online content that appeals to an older savvy audience. Second, we needed to deliver this content directly to authoritative online figures in a personalized manner so that they immediately feel a connection to the cause and are sympathetic to our aim. We recognized that our status quo website needed to expand beyond its own borders, and we undertook a process to expanding our digital footprint, by re-purposing content in our press room in a more accessible manner and utilizing popular social networking sites such as Facebook, Twitter, and YouTube to reach a many Canadians as possible.

The overarching audience for our ‘Help Child Soldiers’ campaign was all Canadians — we sought to educate as many Canadians as possible about the issue of child soldiers. The specific audience for spreading our message as efficiently as possible and to gain supporters giving donations more frequently was the online community via influential Canadian bloggers and Twitter users.

Primary Audiences:

We targeted influential Canadian bloggers from all ‘scenes’ with a unique and provocative mail item. The goal was to shock the recipient into thinking about the experience of child soldiers and Canadians’ complacency towards the issue as essentially condoning the practice. By reaching out to bloggers with a personalized tailored message sheet about child soldiers and an off-putting mail item, we piqued bloggers’ interest in reviewing our revamped website and the content therein.

Secondary Audiences:

We also targeted identified War Child supporters who had subscribed to an existing Facebook Group. We changed the page to encourage interaction, updated content frequently and asked users to initiate ‘Social Actions.’

Tertiary Audiences:

War Child staff themselves were trained to use Twitter and become more familiar with social media so that we could micro-blog on behalf of our campaign and in an ongoing manner. Many staff became newly fluent in online communications and continue to spread news in this manner.

- Reach as many Canadians as possible regarding the plight of Child Soldiers
- Build sustainable personal relationships with Canada’s most influential bloggers
- Introduce War Child staff to social media and figures in blogging scenes in ‘real life’
- ‘Help Child Soldiers’ is a short intentionally deceptive video shot as a public service announcement to draw attention to the overwhelming problem of conflict affecting children abroad. It’s biting dark humor encourages viewers to assist children in developing countries continue their labor in the military. Viewers are presented with numerous examples of citizens donating goods to fuel the ongoing conflict, such as hand-painted targets for gun practice and knit baklavas. To suit the razor-sharp wit of this video, the outreach plan to influencers had to match in tone and delivery.

An outreach list was created, based on the most likely receptive bloggers in the top-tier of traffic, authority and reputation. Before communicating with these bloggers, the War Child website underwent a transformation in which the pressroom became entirely social media enabled. A standalone digital news release was created to house all materials related to the War Child Campaign, including the press release, video spot, and other existing public relations assets to extend the digital footprint of the program (newsroom.warchild.ca).

The first contact from War Child to the influential blogger list was not online or digital in the least. It was a custom-made ‘Knife Donation’ box. Within the rugged package bloggers received a tailored note falsely encouraging them to donate their used knives to help child soldiers. Bloggers also found more information about the campaign and the plight of child soldiers on a fact sheet, as well as links to online assets for further information (www.helpchildsoldiers.com). Once the Knife Donation boxes began to trickle into the hands of bloggers, we noted the authors immediately micro-blogging on Twitter and blogging, and we began connecting and introducing ourselves to the recipients online.

Reaching out to existing Facebook supports involved increased conversations with members online, as well as purchase of a Facebook Social Ad to help drive traffic to the Facebook Page, the press room and WarChild.ca, as well as to amplify impressions and visibility of the campaign.

Our primary challenges were the economy and the increasing din of content online from charities. At the time of the campaign, charities were averaging a decline in donations of approximately 30%. Also, the frequency of charity-driven campaigns online, especially events, was drawing a tepid response and somewhat of a backlash especially in Toronto. We were at a disadvantage even initiating these conversations — with over-pitched bloggers during a recession — because our mail drop was entirely a ‘cold call’ having never undertaken influencer outreach before.

The following social media tools were used spread the message of ‘Help Child Soldiers’:

Press Room: www.newsroom.warchild.ca

Main Website: www.WarChild.ca

Microsite: www.helpchilsoldiers.com

Twitter Accounts: @toppsatwarchild, @nuttsatwarchild, @sharanwrap,
@doctorjones, @withoutayard

YouTube Video: http://www.youtube.com/watch?v=E7uW5m_tAGk

Facebook Group: <http://www.facebook.com/pages/War-Child-Canada/10359721433?ref=search&sid=501356382.4131421591..1>

Vendors:

Our social media counselors at Hill and Knowlton helped develop the social media newsroom, Twitter and Facebook strategy, blogger outreach list, craft the Knife Donation copy and facilitate ongoing introductions online

Our advertising agency, John Street, provided the creative for the ‘Help Child Soldiers’ campaign, including the video and website.

War Child’s PR team:

James Topham, Director of Marketing — Ongoing online outreach after mail drops, voice of War Child via twitter and blog, relationship-building in Toronto tech and social media community

Hill and Knowlton Team: David Jones, Digital Practice Group Director — Strategy and counsel; Sharon Fernandes, Digital Consultant — Execution, Content refining and measurement

John Street Team: Angus Tucker and Stephen Jurisic Co-Creative Directors; Mia Thomsett, Copywriter;

Stuart Campbell, Art Director; Parishil and Stuart Campbell, Designers

All aspects of the campaign were a phenomenal success and the results prove it. Since the launch of the influencer outreach campaign, which marked the release of the video, website, and improved social media strategy we have achieved:

YouTube video views for Help Child Soldiers totaling 138,172

- 1,687 comments
- 619 ratings
- Distinction of “#1 Featured Video” on YouTube homepage (global -- 19.12.08), just 2 weeks after launch
- Led to a 23% increase in War Child Facebook Fans
- 25% increase in traffic to War Child sites — Nov to Mar
- 4,000 new signed up supporters Nov/mar

War Child Support and Members

- Over 12,000 new memberships sold
- 80% increase in volunteers Nov/Mar (yr on yr)
- 30% increase on donations Nov/Mar (yr on yr)
- Over 1,000 signatures on the www.helpchildsoldiers.com petition

Influencer Outreach Scope

- 65 (and counting) blog posts featuring the Help Child Soldiers campaign
- 38 Tweets, reaching 10,118 Twitter users during the campaign
- 17,689 referrals to www.helpchildsoldiers.com from blogs and websites
- Twitter followers for War Child Canada Founder Dr. Samantha Nutts reached 883, particularly because of her Tweeting from Darfur
- Twitter followers for Communications Director James Topham reached 1,322, particularly because of his involvement in the social media scene and speaking engagements for the nonprofit sector
- Dr. Samantha Nutts’ use of technology, specifically mobile platform Twitter, was featured in a Discovery channel interview

As a result of our Help Child Soldiers success and confidence in online influencer outreach our entire North American communications strategy has been reshaped to better integrate social networks and web 2.0 technologies. We continue to contact supportive bloggers and Twitter users thanks to our immediate adoption into the many events, conferences and gatherings occurring across Canada. Thanks to these strong relationships we have received numerous invitations to participate in speaking engagements, conferences and events. Also, we are frequently the charity of choice for tech and social media events, such as #Twunes community charity of choice in February, Refresh Events Charity in September 09, the first 12for12K Charity Challenge in Jan.09, #Trashman campaign June 09 & Mesh Marketing Charity of Choice in October. In turn, our own events, such as the CD Launch for the ‘Heroes,’ album involves our new social media supporters and adds a layer of invitations, coverage, and participation than previously.

BIOGRAPHICAL INFORMATION AND TEAM MEMBERS

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