

## < WISE PR >

### Case Studies | 321 Worldwide

#### PR Case Study: From Relative Unknown to Recognized Expert

##### Client Situation

On behalf of this under-the-radar veteran of the branding industry, WISE PR created an ingenious, high-impact promotional tool that successfully captured the attention of the media and potential customers both in the U.S. and in the U.K. Based on WISE PR's communications strategy a weekly 'Best & Worst Brands' list was developed to communicate how the World's top brands were perceived and whether or not they were doing a good job of creating customer loyalty as well as looking at how media consumption habits influenced their opinions about current events and their own lives. This was coupled with a proactive media relation's strategy designed to highlight the agencies client work and case studies. The resulting news stories were chock full of fun insights and sometimes surprising findings. 321 and WISE PR took the pulse of the "brands" that were having an impact on society – both positively and negatively - using a good strong dose of humor. In the process, 321 Worldwide founder and creative director, Alona Elkayam, established herself as a creative industry leader and taste-maker and watched recognition and revenues increase.

##### Strategy

We believe that stars are not made in business by relying solely on press coverage in the trades. Articles about branding/advertising agencies placed in the ad books, for instance, become less poignant because the competitive clutter dilutes them. But, when potential customers repeatedly read about that same agency in a general business magazines and then on the sports pages and hear about it on their favorite radio show, they begin to recognize the name. The ad agency gives the impression that it has transcended the trade media and permeated into the everyday lives of consumers. These are the companies that make it onto the short lists of potential clients. Our global publicity program for 321 Worldwide was based on the philosophy that the only way to achieve strong brand recognition is by creatively moving the client out of their own media category and into the popular news media outlets.

##### Program Goals

- Raise visibility for and brand the relatively new 321 Worldwide Brand/Advertising agency
- Position Alona Elkayam as a major player and leader in the branding and

advertising industry

- Stimulate market interest in 321 Worldwide, resulting in a greater pool of new business leads

To do this, the following strategies were employed:

- Develop a new marketing/advertising theory and support it through original research and thought leadership
- Publish a series of weekly "Best and Worst Brands" columns that piggyback onto topical issues and showcase the 321 philosophy
- Generate high-profile articles in key branding, advertising and relevant consumer media to demonstrate that 321 is an industry expert

321 Worldwide's target audiences were:

- Business owners and executives
- Advertising industry
- Consumer-oriented media, business publications and advertising trades (as conduits to above audiences)

## Results

Making Headlines. 321 Worldwide's "Best and Worst Brands" juxtapositions as well as our communications around the agencies notable client work was a sure winner with the press. Many high-profile placements in key media outlets were generated, including Adweek, Brandweek, BusinessWeek, Crain's New York, New York Times, Fox News, ClickZ, MediaPost and Advertising Age, to name a few in the U.S. and with Revolution, Brand Strategy, Marketing Week, New Media Age and Creative Review, among many others in the U.K.

A coup for 321, the campaign securely positioned the branding agency as an innovative branding and advertising industry leader. 321 Worldwide is now a frequent authority on key industry trends and issues and has been recognized with several industry awards and honors. Alona Elkayam, the agency's founder and creative director is often quoted by both the consumer and advertising media about her theories and insightful opinions.

The publicity generated in the U.S. and the U.K. by the PR campaign coupled with the agency's new global business approach has translated into tangible bottom line benefits for 321 Worldwide.