

The Power of Public Relations

In the decades since Edward Bernays pioneered many of the basic practices of modern day public relations, much has changed in terms of technology. Of speed to market. Of global reach. But one thing has remained constant: the unique power of PR to shape public opinion and drive business results.

In today's communications environment, organizations are focused on the media mix triad: paid (advertising), owned (self-publishing) and earned (editorial coverage). Why do organizations turn to PR as opposed to paid media, which allows the total control of message and reach?

A smart, strategic PR approach typically touches the owned and earned aspects, supplementing paid advertising and strengthening a multifaceted marketing program. In other cases, PR stands alone to deliver a particular set of outcomes, which may include:

- Obtaining what cannot be bought, such as prominent coverage in select consumer and business media.
- The need for specific targeting of certain individuals and groups that cannot be reached through mass media channels.
- Budgets that dictate laser-like focus versus scattershot outreach, especially for emerging businesses.

The vast majority of people –whether making decisions for their business, their families or themselves – also place greater trust in what they read and view from independent, third party news sources versus paid placement. This x-factor is the same phenomenon that drives word of mouth – one of the most powerful referral sources in the world.

So what is the true value of PR? Its return can be manifested as measurable growth in prospect awareness. As deepened understanding about product differentiation. As restored reputation following a crisis. As brand preference. As qualified lead generation. As behavioral change. As revenue.

The case snapshots presented here, all of which we've been fortunate to lead, just scrape the surface of what's possible. What is your organization capable of achieving with a world-class PR program? Learn more by contacting us at +1-585.789.1623 or info@mcdougallpr.com.

Rebuilding Brand Value

Global eye health giant Bausch & Lomb was facing the greatest tumult in its 150 year history, with a massive product recall, unstable finances, employee and customer unrest and declining market share in key categories. Our program to develop a signature philanthropic program, focused on restoring sight to disadvantaged children, was heralded by major media, doctors and retailers as the mark of a category captain. Said one ophthalmologist, "This proves that Bausch is finally ready to resume its role as the leader it once was. Welcome back!"

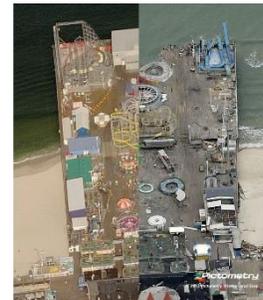


Redefining What Matters

When Kodak needed to change the conversation in digital cameras from megapixels to image quality and ease-of-use, we stepped in. In a few short months, our efforts had redefined the criteria that media and consumers used to judge new camera value. The result was swift and clear: high scoring reviews, excited retailers, and skyrocketing market share gains worldwide.

Generating Meaningful Leads

Superstorm Sandy was tearing up the U.S. East Coast, and aerial imaging specialist Pictometry had just deployed its planes to document the damage. Swinging into action, we developed a compelling technology-enabled recovery narrative to entice national business media to tell the story of the company's contributions -- not as a standalone effort, but alongside the heroic efforts of its utility, insurance and government customers. Showing the true power of PR, a resulting feature from *Fast Company* not only led to additional U.S. and European media exposure, but made the phones ring with qualified leads. One sale alone gave the PR effort a 10:1 return on investment, with follow-on leads driving ROI even higher.



Defeating the 800 Pound Gorilla

Computer audio developer Turtle Beach faced long odds. Its new product was technically superior, but it had just a fraction of competitors' multi-million marketing budgets. We stepped in to create the PR industry's first blog-focused campaign, targeting highly influential gamers whose personal endorsements would resonate authentically among their personal networks. The result was nothing short of groundbreaking: massive share gains, major OEM contracts and industry plaudits at 1/1000th the spend of the industry leader, toppling the competition from its long-held perch and making Turtle Beach the de facto standard for 3D digital audio.

