


DEVENEY COMMUNICATION www.deveney.com



BIG RESULTS WITH LITTLE BUDGETS

JOHN DEVENEY, ABC APR

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I can't afford it!

- Perception
- PR is more affordable
- Low budget, high impact
- Communicates more

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I can't afford it!

- 11% : \$10,000 or more
- 32% : \$5,000-\$10,000
- 39% : \$3,000-\$5,000
- 12% : \$1,000-\$3,000
- 6% : less than \$1,000

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Research


- It's the strategy
- Clear Goals, Measurable Progress
- Evaluation = Results


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Strategic Analysis

- Executive Interviews
- Focus groups
- GAP Analysis
- Surveys
- SWOT Analysis
- Objectives
- Models of Success
- Qualitative & Quantitative Data


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Audience

- Who are your allies? Adversaries?
 - Hierarchy, Bull's-eye
- Where are they?
- Who influences them?
 - Partnerships: piggybacking and alliances
 - Conversion
- What is important to them?
 - Currencies


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- Who is your audience?
- What influences them?
- Public: media
- PSAs: PSA directors, volunteers for distribution network, creative packaging
- Media: municipal governments






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- "The most successful in a 17-year history"
- Over four million PSA airings in 3-years
- \$4.4 million media coverage
- Targeted coverage 100% of markets
- 52% of target heard of folic acid
- PSAs in movie multiplexes, regional film festival and thousands of hotel rooms
- Awareness of folic acid message better than national average





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- Gallup Poll: 5% increase in awareness and action in target audience (better than the national average)
- Decreasing number of children in Louisiana born with birth defects
- Campaign details used as role model of success across the country
- 58:1 return on investment






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- Allies: find a corporate partner; Fleur de Lis Award
- Create an award
- Find testimonials





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- Spectacular event
- Handcrafted award for each legislators
- Elevated position
- Personal, positive with state legislature leaders
- Media coverage
 - More than \$24,000 in coverage statewide
 - Nearly 3 million impressions statewide
 - TV coverage in two of three largest markets
 - Newspaper coverage in 7 markets
 - Coverage communicated key message
- Zero cost for event, awards and exposure

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- Be the national authority through research
- Pick Crucial Outlets
- Target Individual Journalist




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- Conference spotlight
- Entre' to national media
- Nearly \$300K in media coverage
- Featured in *Drug Topics*, *USA Today*, *Reuter's Health*, *Insurance Advocate* and others
- Coming up: *Newsweek*, *ABC News*, *Drug Topics*
- \$2,000 for research




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- Community relations
- Allies and adversaries: who influences your audience?
- Currencies




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- Widespread, vocal public support
- Media endorsements
- Landslide victory at the polls



