



Connecting With Hostile Audiences

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How do industries overcome negative public images?

- Research
- Strategy
- Messaging
- Segmentation
- Network
- Evaluation
- Alliances
- Recognition
- Internet





Identify, Analyze Existing Bias

- Executive interviews
- GAP analysis
- SWOT analysis
- Competitive analysis
- Models of success
- Focus groups
- Surveys
- Qualitative, quantitative data
- Internet
- Media audits, content analysis



Identification

Know the

Client:	PhRMA
Industry:	Pharmaceutical
Issues:	Cost, Profit
Mission:	Access

Allies

Adversaries

What keeps the CEO (or your boss) up at night





Responding: Build credibility

- What is your overall goal?
- One goal, more audiences and many media outlets
- Diversify and segment audience
- Identify a story for each audience
- Identify discrete media



Key messages

- Currencies: beliefs and values
- Motivate around what they already know
- Identify your vulnerabilities
- Messages: simple, relevant, repetitive





Segmentation

- Audience
- Message
- Issues
- Demographics
- Psychographic
- Geographies
- Geo-Demographic
- Traditional and online



One goal, more audiences and many media outlets

- Access to healthcare
- Network of 31 states
 - HIV/AIDS
 - Heart disease
 - Cancer
 - Alzheimer's Disease
 - helpingpatients.org
- Gay/African-American/Senior/Media/Socioeconomic

P/RMA
New Medicines. New Hope.



Strategic alliances

- Who are your allies, adversaries, neutral parties
- Partnerships, piggybacking and alliances
- Third party = Credibility
- Find the 10, 100 or 1,000
- Communicate for you
- Tailor specific messages, create situations



How to use segmentation

- Identify new segments
- Analyze changes/trends
- Tap new geographic areas
- Develop specific messages
- Beta test product feasibility, messages, strategies



PhRMA Results

- 2,000 positive media placements that harped on PhRMA's key messages
- Media placements conservatively valued at \$35 million
- Circulation 1.45 billion, reaching every U.S. citizen five times
- Impressions of 1.56 billion, roughly the population of China
- Industry recognition: awards, *PR News*





Ruth's Chris Steak House: New Orleans Grand Opening

- New Orleans Born Brand
- *Founded in 1965 by single mother*
- *Evolved into international dining chain*
- *Initial public offering one week before Katrina*
- *Post Katrina – Flagship location not reopened*
- *Corporate offices moved to Orlando*
- *Many felt brand abandoned city in darkest hour*





Ruth's Chris Steak House: New Orleans Grand Opening

- Decided to open a New Orleans location 3-years post-Katrina
- *Undetermined fate of original location/building*
- *“New” location to be aligned with Harrah's Casino*
- *Rumor and speculation associated with reopening*





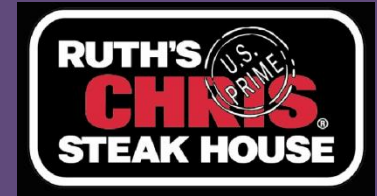
Ruth's Chris Steak House: Key Messages



- Ruth's Chris will always be a New Orleans brand. We started here, Ruth's was from here, and we'll always have a presence here.
- Ruth's Chris is dedicated to becoming an active member in the New Orleans community through philanthropic efforts and economic impact (this includes a donation of the Broad St. facility).
- We are very excited about our first foray in Downtown New Orleans and to join the exciting developments happening on Fulton St.



Ruth's Chris Steak House: Community Relations



- Louisiana Restaurant Association (LRA)
- New Orleans Tourism & Marketing Corporation (NOTMC)
- New Orleans Convention & Visitors Bureau (NOMCVB)
- Greater New Orleans, Inc. (GNO, Inc.)
- Greater New Orleans Chamber of Commerce
- Jefferson Parish Chamber of Commerce
- City of New Orleans Department of Economic Development
- Louisiana Hotel & Lodging Association
- Concierge Association
- French Quarter Business Association



Ruth's Chris Steak House: Media Relations



- Local Television
- Local Print
- Web/Bloggers
- Business Writers/Reporters
- Food Writers/Reporters



Ruth's Chris Steak House: Target Audiences



- New Orleans Business/Community Leaders
- New Orleans Consumers – Foodies
- New Orleans Media – Broadcast, Print & Web
 - Friendly Media
 - Unfriendly Media
- Orlando Media – Broadcast, Print



Ruth's Chris Steak House: Project Implementation - Phased



Announcement Strategy

- Key message development
- Process for handling media inquiries
- Alignment with community leaders
- Division of media into “friend” and “foe”
- Gave advance coverage to “friendly” media

Opening Strategy

- High-profile events
- Alignment with “Small business, Big rescue” CBS Early Show
- “Fulton Street Welcomes Ruth's Chris” block party





Ruth's Chris Steak House: Results & Evaluation



- Alleviated/Reduced Negative Coverage
 - 35 separate instances of coverage in print/broadcast
 - Only one story had a slightly negative tone
- Quieted Bloggers
- Garnered 8.6 million impressions
- Secured \$3 million in publicity value
- 96:1 ROI
- Restaurant volume two months after opening rivaled the chain's Manhattan/Time Square location – twice the size of NOLA location

How often do you use the following media sources to promote your organization?

	Less than twice a year	Three to four times a year	Bimonthly	Monthly	Weekly	Daily
Newspaper Editorial	51.0%	14.3%	8.2%	10.2%	2.0%	14.3%
Television News/Editorial Coverage	39.6%	6.3%	6.3%	18.8%	14.6%	14.6%
Business Trade or Magazine	6.4%	14.9%	14.9%	27.7%	23.4%	12.8%
Corporate Communications - Annual Reports, Newsletters	18.8%	33.3%	6.3%	31.3%	6.3%	4.2%
Corporate Advertising	17.4%	21.7%	15.2%	21.7%	13.0%	10.9%
Radio/News/Editorial Coverage	34.8%	17.4%	4.3%	15.2%	10.9%	17.4%
Company Web site (maintained by the company)	4.3%	4.3%	0.0%	21.7%	15.2%	54.3%
Video Sharing Sites (e.g. YouTube, Google Video)	55.3%	14.9%	8.5%	8.5%	8.5%	4.3%
Social Networking Sites (e.g. MySpace, Facebook)	63.8%	6.4%	0.0%	2.1%	19.1%	8.5%
Business or Industry Blog	57.4%	6.4%	6.4%	12.8%	14.9%	2.1%
Consumer or Public Blog	57.4%	6.4%	8.5%	12.8%	10.6%	4.3%
Company's Blog (maintained by the company)	61.4%	9.1%	4.5%	9.1%	6.8%	9.1%
Wikipedia	66.7%	13.3%	6.7%	4.4%	2.2%	6.7%

Which of the industry sectors do you feel is perceived to be the most/ least trustworthy?

	Both a credible and trustworthy source	Somewhat credible/trustworthy	Not very credible/trustworthy
Newspaper Editorial	30.6%	59.2%	8.2%
Television News/Editorial Coverage	16.3%	61.2%	22.4%
Business Trade or Magazine	59.2%	38.8%	2.0%
Corporate Communications - Annual Reports, Newsletters	40.8%	55.1%	4.1%
Corporate Advertising	12.2%	57.1%	30.6%
Radio/News/Editorial Coverage	31.3%	64.6%	4.2%
Company Web site (maintained by the company)	49.0%	42.9%	8.2%
Video Sharing Sites (e.g. YouTube, Google Video)	2.1%	27.1%	66.7%
Social Networking Sites (e.g. MySpace, Facebook)	0.0%	18.4%	77.6%
Business or Industry Blog	4.1%	65.3%	28.6%
Consumer or Public Blog	0.0%	41.7%	52.1%
Company's Blog (maintained by the company)	16.7%	54.2%	22.9%
Wikipedia	2.1%	53.2%	38.3%

Please rate the transparency/trustworthiness of the following industry sectors:

	Both a credible and trustworthy source	Somewhat credible/trustworthy	Not very credible/trustworthy
Technology	22.9%	68.8%	4.2%
Banking and Finance	8.3%	35.4%	52.1%
Biotech	14.6%	68.8%	8.3%
Pharmaceutical	4.2%	56.3%	33.3%
Health Care	10.4%	54.2%	29.2%
Restaurant/Food Service	8.3%	66.7%	18.8%
Automotive	6.3%	72.9%	14.6%
Airline	4.2%	62.5%	27.1%
Entertainment	4.3%	48.9%	38.3%
Media	8.3%	54.2%	33.3%
Government	2.1%	39.6%	52.1%
Advertising/Public Relations	10.4%	66.7%	18.8%



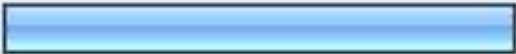

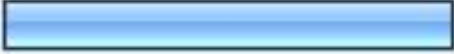


Please rate your perception of the following spokespeople as a source of information about a company:

	Both a credible and trustworthy source	Somewhat credible/trustworthy	Not very credible/trustworthy
A Peer (Person like me)	42.9%	49.0%	6.1%
Industry Analyst	51.0%	49.0%	0.0%
Academic	46.9%	46.9%	6.1%
Doctor/Specialist	44.9%	51.0%	0.0%
Nonprofit or NGO Rep	33.3%	50.0%	14.6%
Company Employee	18.4%	67.3%	12.2%
C-Level Employee	25.0%	62.5%	12.5%
CEO	42.9%	44.9%	12.2%
Blogger	2.0%	30.6%	65.3%
Journalist/Blogger	6.1%	55.1%	34.7%

How strongly do you agree/disagree with the following statements:
 Information found in articles and news stories is perceived to be
 more credible than information found in advertising

		Response Percent
Strongly Agree		56.0%
Somewhat Agree		38.0%
Neutral		4.0%
Somewhat Disagree		2.0%
Strongly Disagree		0.0%

Do you agree with the following statement: Information found on the Web is perceived to be more credible than information coming from within an organization

		Response Percent
Somewhat Agree		32.0%
Neutral		26.0%
Somewhat Disagree		28.0%
Strongly Agree		6.0%
Strongly Disagree		8.0%

Online information from bloggers is perceived to be more credible than information coming from within the organization

		Response Percent
Strongly Agree		4.1%
Somewhat Agree		30.6%
Neutral		18.4%
Somewhat Disagree		34.7%
Strongly Disagree		12.2%



Resources

Case Studies – Internet Marketing

- Louisiana Physical Therapy Association
- Mardi Gras.com

Presentations

- Internet Marketing Made Simple

Publications

- Credibility Is King
- PR Plays a Big Role in PhRMA's Commitment to the Poor
- How to Make Internet Marketing Simple
- How to Develop a Successful E-mail Campaign
- Surgical (PR) Skills Required to Take on Medical Lobby



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