

casestudy

Hanser & Associates' work for clients illustrates the measurable results and impact of public relations in helping organizations achieve business goals.

**Coach USA: Megabus.com
East Coast Expansion**

Paramus, N.J.-based Coach USA retained H&A as its national public relations firm in 2005 to launch megabus.com, the first company in North America to offer intercity,



Five New York TV stations attended the news conference in Times Square.

express bus service with fares as low as \$1 via the Internet. Megabus.com launched service in 2006 from its Chicago hub to eight other Midwest cities. Early success drove expansions in 2007 and 2008 to 17 Midwest cities and seven West Coast cities; the company has served more than 900,000 travelers since 2006.

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What Recession?

Our clients are doing very well, and we're quite busy here, too.

But we're seeing news every day about declining economic activity and want to reinforce a point: the importance of managing customer, employee and other relationships does not diminish in a recession.

In fact, a rough economy makes those stakeholder relationships more important – and reinforces the role of public relations in sustaining business success.

Indeed, we're especially pleased to see a couple of themes emerging in the reporting of economic news.

First, there is coverage describing the return on calculated risk. For example, McKinsey & Company has been quoted recently for their study finding that public companies willing to pursue contrarian strategies during the 1990–91 recession – spending significantly more on selling, general, and administrative costs – emerged with at least a 25

percent advantage in valuation.

Second, there is coverage of the intention of marketers to continue a shift that's been underway for some time: toward engagement and conversation (PR) and away from interruption and monologue (advertising).

Forrester Research is among the firms who've found that marketers' moves into areas like word of mouth, blogging and social networking will withstand tightened budgets while they decrease spending in traditional media.

Smart organizations are getting close to their customers, referrers and others whom matter. These efforts are doubly valuable in a receding economy. And PR is an indispensable management function to help you get the job done.

We'd welcome a call to 800-340-6434 to discuss your marketing needs.

Aussie, UAE Firms Added

Public relations firms with offices in Dubai, United Arab Emirates; and Melbourne and Sydney, Australia joined as new members of Pinnacle Worldwide during the meeting of the board of directors in February in Hawaii.

Hanser & Associates is a member of Pinnacle, an international corporation of independently owned PR firms with offices in 60 major cities. Pinnacle, founded in 1976, provides global resources with local points of contact.

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With support from H&A, megabus.com prepared to announce an expansion into seven East Coast cities — with service to and from New York, Boston, Washington, Philadelphia, Buffalo, N.Y. and Atlantic City, N.J. in the United States; and Toronto.

PR Strategy/Tactics:

H&A had previously formulated marketing PR strategy and positioned megabus.com as a “first in North America.”

For the East Coast expansion, H&A planned news conferences in six cities, including a major event on March 25, 2008 in Times Square in New York — megabus.com’s new hub city. H&A placed news stories in TV, radio and print media in each city, and implemented direct-to-consumer programs and events to drive word-of-mouth, and social media strategies to build megabus.com’s Online community.

Results: News coverage in all East Coast markets included hundreds of television, radio, Online and newspaper placements, including *The New York Times*, *Toronto Star* and *The Washington Post*.

Megabus.com president Dale Moser cited “overwhelming popularity” as megabus.com was quickly embraced



New York’s TV and print journalists covered the news conference planned by H&A on March 25 atop Hard Rock Café’s marquee in Times Square to announce megabus.com’s expansion. The event included remarks by president Dale Moser (at podium) and NYC & Company CEO George Fertitta (left)...while thousands of New Yorkers watched.

by travelers and sales soared in competitive East Coast cities. During the first week following the announcement:

- Daily Web site visitors tripled in volume.
- Megabus.com booked nearly 8,000 tickets on the East Coast.
- Of 32 cities served, four of the five

top-sellers were East Coast cities.

Coach USA owns and operates more than 20 transit/tourism companies in North America in the scheduled bus route, motor coach tour, charter and sightseeing tour sectors. Visit www.megabus.com for more information.

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Hanser & Associates Wins International Award

Hanser & Associates in April won a 2008 international Telly Award for public relations. The award recognized nationwide PR by H&A for Paramus, N.J.-based Coach USA during 2007.

The campaign included a video news release (VNR) regarding megabus.com’s intercity bus service. H&A placed the VNR on TV stations throughout the United States as part of a campaign that placed

nearly 1,000 news stories for Coach USA in 2007.

The Telly Awards honors the best in TV, video and film productions. The 29th Annual Telly Awards received 14,000 entries from 5 continents.

“Hanser & Associates is honored to have our national public relations materials for clients recognized among the world’s best,” said H&A President Ronald Hanser.

Amanda Mullin Promoted



Amanda Mullin

Amanda Mullin has been promoted to Account Executive.

She was Assistant Account Executive.

Amanda serves Paramus, N.J.-based Coach

USA and other clients in the travel, tourism and health care sectors.

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2008 Des Moines Home & Garden Show

Minneapolis, Minn.-based dmg world media, an international exhibition company that produces 300 trade shows per year, retained H&A in 2002 to provide marketing PR services in support of the annual Des Moines Home & Garden Show, The Big One!SM. Celebrating its 30th anniversary Feb. 6-10, 2008, the show is the city's oldest and largest show of its kind, featuring the latest trends in home, garden and interior design from hundreds of companies.

PR Strategy/Tactics: H&A implemented a media relations program to place news coverage in advance and during the show to increase awareness and build

attendance. H&A also created a themed media kit to illustrate the show's 30 years of trendsetting. The kit included blooming flowers, a "Now & Then" card with decorating and landscaping trends from 1979 to 2008 and media materials to inform recipients of the 2008 show highlights.

Results: News coverage secured by H&A helped build show attendance again in 2008. News placements included television radio, Online and print interviews with designers, exhibitors, landscapers, speakers and show management. H&A placed 151 total news stories, generating a record, 7.6 million news media impressions. These placements produced a return-on-investment of 25:1.



H&A drove attendance to the 2008 Des Moines Home & Garden Show by placing 151 news stories with print, broadcast and Online media.

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Erica Laust, Account Executive



Erica Laust

Erica Laust joined H&A as an Account Executive in January.

She serves Pagosa Springs, Colo.-based Parelli Natural Horsemanship, Paramus, N.J.-based Coach USA and other clients in events, travel and tourism sectors.

Erica's experience includes creating/implementing sponsor-related PR activation programs, and national and local media relations placement for clients such as Burger King, Cub Cadet, Iowa Speedway, Office

Depot, PUMA and Shell Oil.

Erica previously worked in the Sports & Sponsorship Marketing division at Edelman in Chicago where she touched multiple sports and NASCAR programs.

She developed her love for racing at Iowa Speedway, where she provided PR services and secured media coverage during the inaugural racing season. Erica also interned at WHO-TV while earning a BA in Journalism at The University of Iowa.

A native of Adel, Iowa, she relocated from Chicago and now lives in West Des Moines.

Katherine Nowacki PR Intern



Katherine Nowacki

Katherine Nowacki joined H&A as PR Intern in January 2008.

Kathy is a junior majoring in Public Relations and Marketing at Drake University in Des Moines.

Her previous experience includes Managing Editor and Copy Editor for the *Times-Delphic*, Drake University's newspaper, and Marketing Intern in Drake's College of Business and Public Administration. She is a native of Cedarburg, Wisconsin.

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client**news**

Meet Two New H&A Clients

H&A is pleased to announce two client relationships:

Greater Regional

Creston, Iowa-based Greater Regional Medical Center (GRMC) is a health care facility serving an eight-county region in Southwest Iowa.

GRMC provides the highest quality healthcare via its 24 hour emergency services center, intensive care unit, birthing center, geriatric behavioral health unit and a fully equipped surgery center, plus a cancer center scheduled to open in 2008. GRMC retained H&A for marketing public relations.

Knapp Properties

Des Moines, Iowa-based Knapp

Properties, Inc. (KPI) is the top choice for full-service real estate development, management and brokerage in Des Moines.

KPI offers the broadest real estate portfolio in Central Iowa coupled with a continuum of real estate services integrated to meet clients' needs. KPI retained H&A for marketing communications.

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