

Holiday Greetings from H&A

We wish you a joyous holiday season and a New Year filled with peace and prosperity.

We at Hanser & Associates (H&A) believe there are many reasons—despite the tough national economy—to celebrate this year, and we’re encouraging others to celebrate.

As our “holiday spirit” caught the attention of national media this fall, H&A president Ronald Hanser

was interviewed September 17 by Associated Press. The story—carried by media nationwide—quoted Ron: “If ever there was a need for that renewal of the human spirit, this holiday season seems to need it;” “...don’t cut back on celebrations;” and “...there’s nothing frivolous about celebrating a holiday.”



A launch event in New York City’s Times Square was part of a PR campaign that won H&A an international 2008 Adrian Award. See page 3 for full story.

Word of Mouth Marketing: Measure it!

By Ryan Hanser

If it’s hard to measure public relations, then how on earth can you measure far-flung conversations?

Fact is, you can—and must—measure word of mouth (and PR, too!). And

it’s not hard either. The trick is to focus on measuring what matters most.

So, what matters?

Well, that depends on what’s important

in your business, but the core question is the same: who is saying what to whom with what result?

There are a lot of perspectives on how best to answer the question. As a member of Word of Mouth Marketing Association, we like their Terminology Framework for describing and measuring word of mouth marketing campaigns.

At Hanser & Associates, we’re committed to creating authentic word of mouth strategies and building measurement into these strategies as an essential element of encouraging and facilitating two-way communication.

Call us at 800-340-6434 to discuss your word of mouth questions.

Visual summary of Word of Mouth Marketing Association’s Terminology Framework

WOM Episode	Who	How	What	Where	Result
Objects>	Participant Reach	Action	WOMUnit Depth	Venue	Outcome
Qualities>	Propensity Demographics Credibility	Velocity Distribution Speed Source Diversity	Topicality Timeliness Polarity Clarity	Population Audience Rules	

Ottumwa Regional Health Center

Situation: Ottumwa, Iowa-based ORHC, affiliated with Iowa Health System, is a healthcare provider serving eight counties in Southeast Iowa and Northeast Missouri, and is ranked among the region's largest employers. As ORHC was undergoing change in 2005, its leaders set a goal to be ranked in the top 5% of hospitals nationally in customer satisfaction, and engaged H&A to formulate a plan to guide sustainable marketing.

PR Action: H&A reviewed and analyzed all channels of communication with internal

Hospital wins 2008 national award for Outstanding Patient Experience, as communication planned by H&A improves customer service & community relations.

and external stakeholders to find improvements needed. H&A conducted one-on-one interviews with community and ORHC leaders to identify the broad issues, and focus groups among physicians, community leaders, patients, employees and volunteers to fully explore issues.

H&A made recommendations to ORHC's board of directors and executives, including a new role for sustainable marketing driven by communication from within ORHC.

An actionable PR plan was created to guide improved transparency,

listening, accountability and celebrating successes. H&A provided media spokesperson training to ORHC's leaders to improve communication with the community.

Results: Our recommendations were adopted and implemented. As a result, ORHC in 2007 reported improved relationships with customers, physicians, community leaders and employees. Furthermore, ORHC has been able to complete new business initiatives, improve efficiency and reduce duplication. In 2008, independent data collected by Hospital Consumer Assessment of Healthcare Providers and Systems for 2007 resulting in a National Outstanding Patient Experience Award recognizing ORHC.

Meet two new Hanser & Associates clients



H&A announces two new clients:

Climb Iowa: Grimes, Iowa-based Climb Iowa is the largest indoor rock climbing and training center in Iowa. It offers over 10,000 square feet of climbing on a 36-foot climbing wall and bouldering area in a custom-designed building.

H&A launched the destination facility in November, and will spread the message: "Life Rocks! Climb Iowa!"

The Masters Group: Ankeny, Iowa-based The Masters Group is an independent financial planning firm that works with individuals and businesses to help them achieve their financial goals. President Tim Hawkins is an elite IRA advisor, one of only three in Iowa and approximately 550 in the USA. H&A will develop a PR program for the firm.

H&A built strong attendance at the Nov. 22 grand opening of Climb Iowa.

International Travel Award

H&A won a prestigious Adrian Award in the Hospitality Sales & Marketing Association International (HSMIAI) 2008 competition.

HSMIAI recognized H&A's PR campaign that launched Paramus, NJ-based megabus.com into the Northeast United States in 2008. The campaign included social media activities, placement of news stories and an event in New York's Times Square.

The HSMIAI honors creative brilliance and best practices in travel, hospitality and tourism-related marketing.

"The HSMIAI standards are high and the competition is rigorous in the travel category," says Ronald Hanser, president of H&A. "We are thrilled to be recognized for our creativity and powerful PR results."

H&A has won more than 50 international, national and local awards for its public relations work, including the Public Relations Society of America's "Best of Show" and two national Bronze Anvils - the "Oscar" of PR.

Developing PR

H&A president Ronald Hanser spoke September 25 at the annual conference of Professional Developers of Iowa.

He described how the 120 state and local economic development leaders could utilize public relations to grow their communities, and also highlighted several successful economic and tourism development programs that H&A created for clients across the USA.



Realtor Michael Bray (left), of Iowa Realty Co., discussing Summit Estates' clubhouse design with Scott Stewart.

Peak 8 Development

Situation: Urbandale, Iowa-based Peak 8 Development is a developer, specializing in commercial and residential real estate in the Des Moines market. Owner Scott Stewart retained H&A to create and implement a PR program that would bring attention to Summit Estates, the first local, single-family development to offer amenities such as a clubhouse, pool and firepit in a community-focused design.

PR Action: Within three weeks, H&A refined the message platform, created a Summit Estates-specific Web site at www.mysummitstates.com and hosted an on-site Open House "Tent Party" event to share Summit Estates information with Des Moines-area builders, Realtors and prospective homebuyers. Through creation and distribution of direct mail, electronic ad and targeted email, Peak 8 Development reached more than 4,000 real estate

professionals and drove additional Web traffic. Media relations tactics were implemented to raise awareness about the project and event. A video showed Summit Estates' amenities on KCWI-TV's Welcome Home Television (available at www.mysummitstates.com). H&A also redesigned content for advertisements in area publications.

Results:

- More than 1,300 Web views to the Summit Estates micro-site within first two weeks
- News media placements in *The Des Moines Register* and *Commercial Real Estate Weekly*
- More than 50 attendees at Summit Estates' Open House
- Owner Scott Stewart said, "VERY well done ... you're presenting Summit Estates extremely well and reaching potential customers directly."

Happy Holidays!
From all of us at Hanser & Associates

hanserhappenings

Untangling the Web

The Greater Des Moines Partnership, central Iowa's economic development organization, and American Marketing Association-Iowa Chapter selected Hanser & Associates to present educational programming for 'Untangling the Web' -- a five-part series on social media.

Our April workshop will conclude the series, helping central Iowa's small and mid-sized businesses create business value from new and powerful ways of connecting with customers, employees and others.

If you can't wait until April, please call us today to discuss your social media needs.

Pinnacle Worldwide News

Pinnacle Worldwide, Inc. added a new member office in Chicago in September.

Pinnacle is an international corporation of independent public relations firms with 1,100 employees

in more than 50 major cities in Asia/Pacific, Europe, Middle East, North America and Latin America. Hanser & Associates is an equity partner in Pinnacle to provide global PR services to our clients.

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Content reprintable with attribution.
A quarterly publication of

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Podcasting

Hanser & Associates is producing two podcasts each month for the Public Relations Society of America's Central Iowa chapter to build attendance at monthly luncheons and help members connect with each other.

Listen to H&A's Sara Gilbert's voice talent at <http://hanser.libsyn.com> and call 800-340-6434 to discuss your podcasting questions.