

case study

Knapp Properties, Inc.

Des Moines, Iowa-based Knapp Properties, Inc. (KPI) is central Iowa's premier real estate development, management and brokerage company. KPI has developed more than 1,500 commercial and residential lots over the past 15 years, and today offers the broadest real estate portfolio in Des Moines. KPI's team of trusted experts has more than 100 years of experience acquiring, developing, financing, constructing and managing real estate in greater Des Moines.

KPI, founded by local real estate legend Bill Knapp, retained H&A in 2007 to create materials that restated the company's brand as it was being sold to two longtime employees: chairman and CEO Bill Knapp II and president Gerry Neugent.

PR Action: H&A worked with the executive team to refine their message platform and create content for a new Website and corporate brochure. We worked with a team that included Redstone Communications and KPI's Web developer (Flying Hippo) to complete projects that transmit the vision and spirit of this venerable company.

Results: The Web site — www.knappproperties.com — and brochures are in front of prospective KPI clients now, working to tell the story of the company's unparalleled experience and capabilities.

"All of us at Knapp Properties are pleased with the Web site project and, especially, the brochures," said KPI Senior Vice President Chris Costa. "Hanser & Associates definitely exceeded our expectations. We were just blown away."



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Hanser & Associates (H&A) is trusted to deliver powerful results. Our work for clients illustrates the impact of public relations in helping organizations achieve business goals.

Pagosa Springs, Colo.

The city of Pagosa Springs, in Southwest Colorado's scenic Four Corners region where tourism is the #1 industry, was confronted in Summer 2008 with predictions of a sluggish economy and \$4 per gallon fuel prices – posing a potentially disastrous tourism season.

The city was committed to increasing visitors to the municipality where tourism centers on outdoor assets, including world-class fishing. The city's tourism leaders retained Hanser & Associates (H&A) to attract visitors by highlighting the Pagosa Quality Fishing Project (PQFP), a stocking of more than 9,000 trout in the world-class San Juan River flowing through downtown.

PR Action: H&A formulated a strategy to increase awareness and drive people to fish, visit and spend money in the city. H&A then created and implemented a public relations campaign, including creation

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Word of mouth marketing: Activate!

By Ryan Hanser

Many months ago, we described what it takes to get your company ready for word of mouth marketing and walked through the process of identifying people and groups that can create and influence important conversations. Those steps are archived on our Web site for your reference.

Now let's take the next—and most involved—step: activation of amplified word of mouth to

transform your organization.

Word of mouth is happening organically. Amplifying word of mouth takes activation.

What is activation? Think of it as encouragement. It is the program that gets people talking — demonstrating knowledge, providing recommendations, offering suggestions, making referrals — and sustains the conversation.

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Do Something: According to an article by Al Ries in *Advertising Age* on September 3, "Public relations can often be more effective if it's based on "doing something" (an event) rather than just "saying something." Michael Strahan, former New York Giants football star, (center) Brian Souter, chief executive of Stagecoach Group (left) and Dale Moser, president and COO of megabus.com, spoke at a launch event planned by Hanser & Associates for megabus.com in New York's Times Square in June. **Megabus.com's sales are up 217 percent in 2008.**

Marketplace Events

Six-year Hanser & Associates client, dmg world media, has a new owner and name — Marketplace Events.

The company also signed a partnership with Ty Pennington, host of TV's hit series "Extreme Makeover: Home Edition." Pennington will serve as spokesperson for the portfolio of 38 home shows including the Des Moines Home & Garden Show.

H&A was first retained by the company in 2002 and continues to work with Marketplace Events in planning for the 2009 Des Moines Home & Garden Show.



Ty Pennington, host of "Extreme Makeover: Home Edition"

Meet Two New Clients

Hanser & Associates is pleased to announce two new client relationships:

Peak 8 Development

Urbandale, Iowa-based Peak 8 Development is a real estate company involved in residential and commercial development in central Iowa.

H&A was retained for PR and marketing services for the company's real estate developments, including Summit Estates.

Ponca Tribe of Nebraska

Niobrara, Neb.-based Ponca Tribe of Nebraska is one of four tribes considered indigenous to Neb., but, unlike most Native American tribes, the Ponca Tribe has no reservation lands. As part of their 1990 Ponca Restoration Act, the Poncas govern more than 2,700 members in a "service area" across 15 counties

in Iowa, Neb. and S.D.

The Tribe is developing a world-class casino resort in Carter Lake, Iowa to support delivery of services to its members and the communities within its service area. The resort will create nearly 1,800 new jobs, draw approximately 2.9 million visitors annually and increase the annual economic output of Iowa and Neb. by nearly \$130 million.

H&A was retained for strategy and PR related to the Ponca Casino.

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of content for the PQFP Web site, news media materials, placement of news stories, distribution of e-newsletters and online communication with fly fisherman.

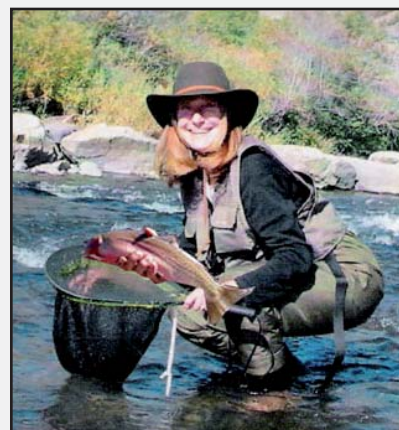
Results: H&A's campaign:

- Reached more than 2.3 million people by placing 46 print and online news stories (including *Rocky Mountain News* and *The Denver Post*) with a media value of more than \$110,000, generating a 17:1 return on investment.

- Drove thousands of visitors to the city tourism Web sites.

- Increased fishing license sales more than 6 percent in July-August, compared to 2007. The increase – most from outside Colorado – was achieved despite a 4-7 percent decrease in tourism recreational spending during 2008, according to University of Denver's Center for Travel and Tourism.

- Continues to drive word of mouth; Pagosa Springs leaders reported "... a positive economic impact on Pagosa Springs this summer."



Six percent more people fished in Pagosa Springs in Summer 2008.

Word of mouth marketing: activate

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Word of mouth programs can meet multiple goals and there are so many methods available to benefit your organization. It is probably more productive to describe what, in our view, is not an activation program.

- **Not an emergency.** Just because you're reading about trendy online tools doesn't mean you have to dive into online experimentation. Remember, more than 80 percent of word of mouth is offline. Activation must be strategic — an extension of your business strategy.

- **Not an advertising media buy.** You must deliver the value that earns you the recommendations, referrals, suggestions, etc. It must be an authentic exchange, and you must provide the emotional rewards.

- **Not solely a marketing function.** Conversations you want to create among your customers should be an explicit part of how to develop and deliver your products and services. Word of mouth is an enterprise responsibility and a social investment.

Indeed, word of mouth activation enables and empowers. It connects. It builds.

And we witness this connection and construction. So, we're insistent that measurement devices are woven throughout these activation programs — incremental and bottom-line metrics that help us adjust to the conversation. With so many marketers seeking engagement and efficiency, we know that measurement of word of mouth is required.

We'll write in detail about measurement next time. Meanwhile, we'd welcome a call to 800-340-6434 to discuss your word of mouth questions.

Word of Mouth Results

Since 2005, examples of how H&A identified, engaged and amplified the word of mouth of influentials include:

- "Brand influentials" increasing attendance at internationally recognized events
- Customers driving higher-than-expected revenues for a transportation company
- Community "connectors" spiking sales at new retailers
- "Category influentials" creating larger-than-expected turnout for the launch of a government program.

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Bonnie Hanser in Firm Voice

The Firm Voice, published by NY-based Council of Public Relations Firms, in June 2008 quoted Bonnie Hanser, COO and principal of Hanser & Associates (H&A) in a news story about managing client expectations. CPRF is the trade organization of the world's top 100 public relations firms; H&A is a member of CPRF.

The article cited Hanser's counsel regarding optimal relationships between PR firms and their clients. She said it is important to explain the benefits, ROI, and added, "...proactive communication is essential for clear understanding..."

Ronald Hanser in PR Report

O'Dwyer's PR Report in its June 2008 Global PR issue quoted Ronald Hanser, president of Hanser & Associates (H&A) and chairman of Pinnacle Worldwide, in a page one news story about global networks of public relations firms. *O'Dwyer's* is distributed to thousands of communication executives worldwide.

Hanser said, "Clients need someone who is intimately familiar with their local markets. The resources they can use are local senior owner/operators who are connected with those markets. We can deliver a more intimate, connected service because we're there."