

case study

PR Case Study

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

2007 Des Moines Home & Garden Show

Minneapolis, Minnesota-based dmg world media, an international exhibition and publishing company that produces more than 300 market-leading trade exhibitions and consumer shows, first retained Hanser & Associates in 2002 to provide public relations services in support of the 2003 Des Moines Home & Garden Show. To gain publicity for the show each year, H&A implements a media relations program to place news coverage in advance of the show and during the show in order to increase awareness and build attendance. This year H&A also created a media kit with hyacinths, daffodils and crocus placed in a sink to demonstrate that "the show has everything, even the kitchen sink!"

PR Results

News coverage secured by H&A helped double show attendance from 20,000 in 2006 to over 45,000 in 2007. Placements included television, radio and print interviews with speakers, exhibitors, designers, landscapers and show management. H&A secured 178 total news story placements, generating more than seven million news media impressions. These placements produced an ROI of 24:1.



This innovative "media kit in a sink" was created by H&A and delivered to central Iowa newsrooms to illustrate that the 2007 Home & Garden Show would feature "everything, even the kitchen sink."

H&A Wins International Video Award

Hanser & Associates (H&A) in February 2007 was recognized with an international Award of Distinction in the 2006 Communicator Awards Video competition. The award was presented for a Video News Release (VNR) H&A created and produced for New York, N.Y.-based Coach USA to launch the company's megabus.com intercity bus service in the United States during 2006.

H&A placed the VNR on 49 TV stations throughout the Midwest and on NBC Nightly News. The TV news coverage was part of a national PR campaign that placed 908 total news stories and registered 228 million total impressions in 2006.

The annual Communicator Awards in Arlington, Texas are an international competition honoring excellence in communications. H&A is included in winners recognized among 3,000 entries. Other winners in the international video competition include Bank of America, Con Edison and Lockheed Martin.

"We are honored to have our work for clients recognized again this year among the world's top communicators," said H&A President Ronald Hanser.

The firm's PR work has won more than 40 international, national and local awards, including the Public Relations Society of America's "Best of Show" and two national Bronze Anvils—the "Oscars" of PR.

Trends: 2007 and Beyond

Hanser & Associates' affiliated researcher and former director of GfK Roper Consulting Paul Leinberger, Ph.D., described seven trends earlier this year at a meeting of Pinnacle Worldwide, an international corporation of independently owned public relations firms with offices in 30 countries.

Leinberger's remarks demonstrate macro-trends impacting every organization and person in America during 2007 and beyond. We are pleased to present them exclusively for the benefit of our clients and other readers of *Communication Strategies*.

1. Technology — *The current technological revolution will fundamentally change the way we live and interact.*

Consider the stats:

- Americans sent 9 trillion emails in 2006, compared to an estimated 500,000 in 1996.
- Two billion Americans use cell phones today, and sales of cell phones topped 1 billion in 2006 for the first time.
- Twelve percent of U.S. newlyweds in 2006 met online.

Time Magazine's selection of "You" as its Person of the Year (December 25, 2006) validated those who have touted the ability of the Web to empower individuals. The 2006 pick may have a more immediate effect on the corporate world: convincing once-reluctant businesspeople to update their online identity this year.

2. Knowledge — *Learning how to leverage the new knowledge universe will be the most daunting challenge of the next decade.*

New models of knowledge production, access, distribution and ownership

are emerging as Americans demand infinite, instant information. Consider this stat: Americans do 1 billion Google searches per day.



Ronald Hanser, APR
President

3. Permanently Temporary — *Interlocking "ecosystems" of permanently temporary organizations will emerge as dominant organizational structures.*

Basic organizational design assumptions/hierarchies are being upended. As "office" buildings are less demanded, growing demand has emerged for spaces used as a "third place" (not home, not office) — such as Starbucks, Panera, etc.

4. Marketing Landscape — *The consumer marketing landscape will continue to bifurcate ...with decline of the middle.*

Big winners in 2006 were "Trading Up" retailers, including Nordstrom, Tiffany & Co., Whole Foods Market and Williams-Sonoma. "Trading Down" retailers, including Big Lots, Kohls, Target and Wal-Mart, gained, too.

5. Scrutiny of Business — *The role and behavior of big business will come under increasingly sharp scrutiny. Looking ahead...*

Social responsibility and environmental track record will continue to grow in importance.

- Role of C-level executives will impact brand equity and share price.

Trends: 2007 and Beyond

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- Shareholder value, free trade, intellectual property rights and profit repatriation will gain increased scrutiny.

6. Consumer-led Media — “A consumer-led ‘republic’ is replacing the ‘monarchy’ of major media,” says Leinberger.

Consumers’ media behavior will continue to move rapidly from “passive receptivity” to “active engagement.” For example, blogs will continue to replace printed publications, and blogs’ “comments” sections will replace “Letters to the Editor” sections of print publications. This trend is accelerated by the low barriers to entry and rapid speed of trans-

mission; as newspaper circulation declines, technorati.com reports about 100,000 new blogs are established each day.

7. Age Waves — *Aging Boomers, Gen Y and Millennials will dominate market growth.*

The old-age dependency ratio (number of citizens aged 65+ as a share of those aged 15-64) will reach 19 percent in 2007 and 25 percent in 2026. Businesses and government agencies serving these groups will confront unprecedented financial, organizational and reputational challenges.

For your company, these seven

trends may mean...

- Organizational change and communication is more essential than ever.
- Your message and communication channels need strategic reassessment.
- Active-listening and other interaction communications with customers is of paramount importance.
- Helping your customers address these trends will define your organization’s success in this decade.

Hanser & Associates can help you. Please call Ryan Hanser or Ronald Hanser at 800-340-6434.

Meet Four New H&A Public Relations Clients

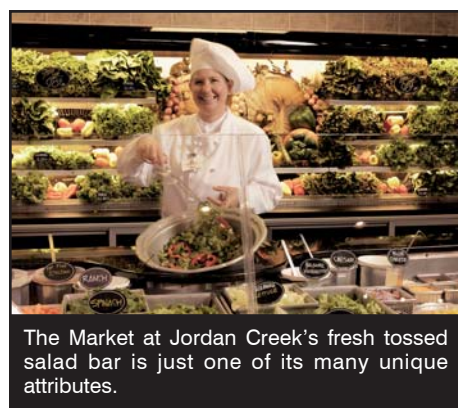
Hanser & Associates is pleased to announce that four new clients have retained the firm for public relations services:

Agribusiness Association of Iowa
Des Moines, Iowa-based AAI represents the retail and wholesale agricultural industry in Iowa. AAI members sell to Iowa farmers virtually all of the inputs used in crop production and also handle the bulk of the grain grown in the state. AAI exists to advocate, communicate and educate on behalf of a professional

agribusiness industry, representing over 900 retail locations statewide. H&A is providing public relations services to AAI related to Ag Day 2007.

American National Bank
Omaha, Neb.-based American National’s history dates back to 1887 and today operates 30 banking locations in Nebraska and Iowa under the names American National Bank and Peoples National Bank, respectively. H&A provided strategic counsel and media relations services related to a January 2007 management change.

Park Farm Winery
Bankston, Iowa-based Park Farm Winery, established in 2001, is a family business providing visitors with a wine experience second to none, with fine Iowa-produced wine in a uniquely Iowa setting that offers relaxation and views unlike any other in the state. H&A is providing public relations to build the winery’s brand.



The Market at Jordan Creek’s fresh tossed salad bar is just one of its many unique attributes.

The Market at Jordan Creek
The Market at Jordan Creek, West Des Moines, will open in March 2007. The Market celebrates the pleasure of eating well by providing a distinctive assortment of the highest quality fresh and wholesome foods while providing exceptional customer service in an inviting, helpful and pleasant atmosphere. H&A is providing marketing PR strategy and services, including media relations, event planning, word of mouth and community relations. Redstone Communications, our affiliated advertising agency, is providing advertising and direct mail.



Park Farm Winery offers exquisite wines and one of the most beautiful Iowa settings.

H&A Wraps Up Tenth Anniversary

A news story in The Des Moines Register on December 13, 2006 recognized Hanser & Associates’ pro bono public relations services to 10 nonprofit organizations to celebrate its tenth anniversary during 2006.

H&A has provided pro bono service to qualified non-profits for many years, and during our anniversary we stepped it up, donating nearly \$90,000 of professional services.

Pro bono work was provided to Chinese Cultural Center of America, Greater Des Moines Habitat for Humanity, Greater Des Moines Music Coalition, Iowa Asian Alliance and Bravo Greater Des Moines, Des Moines, Iowa. H&A also served the Nebraska Children & Family Foundation and Nebraska Planning Council on Developmental Disabilities, Lincoln, Neb.; Omaha Community Foundation, Women’s Fund of Greater Omaha and Cox Classic Golf Tournament, Omaha, Neb.

New PR Intern



Sara Gilbert

Sara Gilbert joined the H&A staff in January as PR Intern in the West Des Moines office.

She is a junior majoring in Public Relations at Drake

University, Des Moines, Iowa.

Sara serves as publicity chair for Drake’s PRSSA chapter.

Sara already holds a music minor and is a member and secretary/treasurer of the Drake choir.

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Pinnacle adds Partners

Pinnacle Worldwide, Inc. has added new member offices in Albuquerque, New Mexico; Charleston, West Virginia; and Richmond, Virginia during February 2007.

Pinnacle is an international corporation of independent public relations firms with total revenues in excess of \$175 million, and 60 offices and 1,200 employees in 30 countries.

Hanser & Associates is an equity partner in Pinnacle to provide global PR services to our clients.

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A quarterly publication of



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Amanda Mullin and Ryan Hanser perform at Calvin Community’s “Talent/No Talent” event in December. Their holiday tunes were among a dozen acts presented for H&A client Calvin Community during one of the retirement community’s annual holiday traditions.