

## Hanser.com re-launched

*Web site spotlights measurable public relations results*

Hanser & Associates' new Web site illustrates how our public relations services help create and manage relationships to deliver powerful results.

### Newsrooms, case studies and more

Chief among the features of the new site is our online newsroom where we're aggregating PR industry news along with our own headlines and

blog posts. We are building out newsrooms for clients, too, as a way to improve the effectiveness of our media relations work and add search engine visibility for clients' news.

We've also added more than 70 case studies that illustrate the measurable results of our work for clients since 1996, including social media programs.

Please visit [www.hanser.com](http://www.hanser.com) today; we look forward to your comments.

**SPRING FLING**  
see reverse for details

## Help your cause, win books

You can help produce a healthy crop of new PR ideas, provided at no charge to a central Iowa not-for-profit organization, by entering our 'Signs of Spring' online contest.

Answer four easy questions correctly and you'll be eligible to win the opportunity to select the organization Hanser & Associates will serve, as well as receive books about managing communications.

Enter contest at [www.hanser.com](http://www.hanser.com) by April 6, 2009 for your chance to win.

### clientnews

## Introducing three new clients

Hanser & Associates is pleased to announce three new client relationships.

- Des Moines, Iowa-based **Spindustry**, founded in 1996, is a premiere Web strategy, Web design and Web development firm that delivers Web solutions to generate business and increase efficiency for its clients. We will create a nationwide public relations program for the company and its lines of business, including interactive, training, staffing and joint-venture partnerships.

- We are supporting merger communication for Des Moines, Iowa-based **Homesteaders Life Company**, an in-

surance company, founded in 1906, which focuses solely on funeral insurance funding and support. In January, the company announced a letter of intent to merge with American Enterprise Mutual Holding Company. Based on financial statements as of Sept. 30, 2008, the combined organization would have assets of \$2.26 billion.

- Burlington, Iowa-based **Mark Warth Agency** specializes in crop insurance and provides insurance services to businesses and families in southeast Iowa. We are creating a word-of-mouth marketing program for the company.

### hanserhappenings

## Communicating During Recession



Ronald Hanser

President Ronald Hanser wrote a Feb. 28 column for business media regarding best practices in recession-era communication. It highlights three proven strategies that can help companies

now: focus on core values; lead and treat people well; and approach a recession as an opportunity to strengthen competitive advantage.

Visit <http://www.hanser.com> to read the column and add your point of view.

## Spring Fling

sprouting new ideas, growing your business



### casestudy

## 2009 Des Moines Home & Garden Show

*Public relations drove increased attendance, despite Recession and housing slump*

### Situation:

Cleveland, Ohio-based Marketplace Events (formerly dmg world media) annually produces market-leading, consumer trade shows across North America. Hanser & Associates was retained for public relations services in support of the 2009 Des Moines Home & Garden Show and every show since. The 2009 show, more than ever, helped Central Iowa homeowners find money-saving ideas and the lowest prices in years on home and garden improvement products and services.

### PR Strategy/Tactics:

We implemented a public relations program to place news coverage in

advance of and during the show in order to increase awareness and build show attendance. We also increased awareness through social media, including a Facebook event page, and developed a media kit to illustrate how the annual event showcases the latest trends.

### Results:

We built traffic to the show's Web site and secured news coverage that helped to increase show attendance by 3 percent in 2009. News placements included television, radio, Online and print interviews with designers, exhibitors, landscapers, national speakers

and show management. We placed 144 total news stories, generating 7.7 million news media impressions, and produced a 34:1 ROI.

