



avicom public relations case study

Public relations changes opinions and generates business opportunities.

In March 2005, the nation's attention turned to military bases around the country with President Bush's appointment of the Base Realignment and Closure (BRAC) Commission. Concern heightened over several bases expected to make the list of those to be shuttered. Leading up to the unveiling of the BRAC list, an aggressive media relations campaign was launched to position a client as the go-to firm in this decisive off-the-field battle based on its depth of defense department expertise in the BRAC process.

The result: The client was retained to represent a state's government during the base realignment and closing process. And the door was opened for ongoing federal representation for the state. In total, the campaign generated an ROI of more than 3,000%!

objective

The initial proposal to lobby on behalf of the state's military installations was rejected. That's when the client sought to design and launch an aggressive media relations campaign. The campaign was aimed at positioning the client as a local firm with the knowledge and connections to win the battle to keep the state's military installations operational or, if unsuccessful, to manage the land reuse efforts. The campaign's primary objective was to raise awareness and credentialize the firm so key decision-makers would see the value in choosing the client to represent the state.

research

Aided by on-line research and one-on-one interviews with client leadership, key messages were crafted that were high priorities to BRAC decision-makers. Key reporting dates for the 2005 Base Realignment & Closure Process were identified, and a media relations program was designed to position the client at the forefront of key news gates. These gates would provide the client the opportunity to clearly articulate areas of greatest influence to BRAC decision-makers. Media (print, electronic, broadcast) across the state – as well as select national media outlets – were researched. Key reporters, producers and program directors were targeted for the campaign launch.

strategy

A three-fold strategy emerged:

- Position client as the leading defense department-related government affairs firm.
- Create third-party credibility and awareness through targeted media outlets.
- Underscore the importance of communicating what's important to the DOD.

tactics/executions

A broad range of tactical executions included:

- Sourcefiles created/disseminated for key client officials, highlighting relevant DOD experience and knowledge, key BRAC reporting gates and topics of interest to the media (used in all media executions).
- A comprehensive, yet targeted media database blanketing the political arena.
- Media relations plan focusing on key news gates to foreshadow media need for defense experts and to insert officials into the public discourse.



tactics/executions

- Personal introductions through statewide media visits, and telephone interviews with contacts on media database.
 - Solicitation of statewide and select national coverage through sustained, personal contacts in advance of BRAC news reporting gates.
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evaluation of success

Success measurements included the ability to secure media coverage that:

- Increased client visibility and expertise in defense issues throughout the state.
 - Demonstrated knowledge of BRAC process in all coverage.
 - Leveraged third-party credibility of media to impress upon decision-makers the importance of choosing the right government affairs partner - a firm with experts in BRAC.
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ROI

The real result, however, comes from a measurable ROI. The client secured:

- A \$122,500 BRAC retainer over 6 months.
- A \$400,000 increase in nonmilitary business, credited by client leadership to increased visibility and credibility gained through the BRAC media campaign.
- An opportunity to win legal and lobbying work on re-use efforts for bases.
- More than 3,000% return on their investment!