

Case Study #1: Integrating campaigns

Integrating campaigns. Creating synergy with media and PR—Case Study #1 Minco

Minco is a Fridley, MN based manufacturer of flexible etched circuits, temperature sensors and flexible etched heaters. I won this business in 2006 when Minco felt they were not getting the best media placements for their dollar from their existing agency. While working on my proposal for handling media planning, buying and management, the Minco folks said they were investing in PR, but getting no return. I added a separate recommendation for PR in my proposal. We started an aggressive plan to issue 2 releases per month. The results were, according to Mr. Hans, “absolutely phenomenal.” Over \$250,000 worth of PR placements are fully documented. Please note we know there are other placements (those in print and those not uncovered in an online search) we have not been able to document. Rule of thumb is you find 60-75%, so the other 25-40% will go undiscovered without significant effort or expense to find them. This means in reality Minco benefited from \$300,000-\$350,000 worth of PR placements *per year*. The value of these placements goes up when you factor in the “third party” editorial endorsement. These placements significantly increased Minco’s organic searches to the point there was discussion about dropping their pay-per-click campaign.

Another reason I believe this program was so successful is the fact that I have a professional relationship with the majority of the editors in the design engineering field. Having worked with many of them for 10+ years, they know I am a reliable producer who knows and understands *their* needs as well as *their readers’* needs.

In summary, my company delivered approximately \$1,200,000 worth of marketing communications for less than \$500,000. I have *documented actual press release* coverage to be worth approximately \$254K.

While my primary function was to manage the PR and media planning/buying function, I also brought in various art directors who have helped create print and e-media ad materials, white papers, collateral and Application Briefs. We are happy to work with any of your internal and external resources to get the job done.