

ANNE KLEIN COMMUNICATIONS GROUP

Investment Education for Everyone

One in a Series of Award-Winning Solutions

The Challenge:

To spark interest in BetterInvesting (formerly the National Association of Investors Corporation) and motivate individuals to learn more about investing in America's businesses through the "Own Your Share of America" campaign.

Results:

- NAIC membership inquiries skyrocketed from 3,275 to 10,500 requests a month over the previous year, an increase of more than 300 percent. Membership inquiries continued to climb to 27,000 a month over the next three-month period, a 250 percent increase compared with the year before.
- Anne Klein Communications Group (formerly Anne Klein & Associates) generated national and regional media placements for NAIC and its campaign in *The Wall Street Journal*, *Investors Business Daily*, *Money*, CNBC's "Inside Opinion," *Kiplinger's Personal Finance Magazine*, *Detroit Free Press* and the *Philadelphia Inquirer*, among many other publications.
- The Philadelphia chapter of PRSA awarded AKA a Pepperpot for Special Public Relations Programs.

Background:

BetterInvesting is a nonprofit investment education and information association that helps members become successful lifetime investors in common stock. Research conducted by the New York Stock Exchange and David L. Babson & Co. revealed the number of individual shareholder trades had decreased drastically from 80 percent in the 1950s to 20 percent in the late '80s.

To combat this problem, BetterInvesting revived its public information campaign of the '50s, "Own Your Share of America." It recruited more than 150 major American corporations, national brokerage firms and the New York Stock Exchange to participate. BetterInvesting had limited financial resources available.

The Campaign:

After reviewing the research, AKCG embarked on a national publicity program coupled with a strong media relations campaign. After speaking with key members of the media, AKCG developed the key messages and the strategy for delivery of those messages to the target audiences: business media, seniors, women and families with young children. AKCG sent 800 media kits to targeted editorial contacts and continued to poll editors to ensure the agency covered all news angles of interest. The agency placed more than 100 telephone calls to key national media and received an abundance of coverage for the "Own Your Share of America" campaign.

To learn more about how Anne Klein Communications Group can create public awareness of and support for your company and services, please call and ask for Anne Klein or John Moscatelli.