

ANNE KLEIN COMMUNICATIONS GROUP

Giving Voice to the American Shareholder Through a Targeted Media Relations Program One in a Series of Award-Winning Solutions

The Challenge:

To raise awareness of and generate publicity for BetterInvesting (formerly known as the National Association of Investors Corporation) and establish itself as the “voice of the individual investor” through its Voice of the American Shareholder (VOAS) poll.

Results:

- Media relations and publicity efforts generated nearly \$4.2 million in publicity value and more than 29 million media impressions in three months.
- The poll’s news releases were accessed by 1,089 reporters through Anne Klein Communications Group Newsfeed e-mails versus a significantly smaller number who accessed traditional wire feeds.
- Reporters and editors with top-tier media such as *The New York Times*, The Associated Press, *USA Today*, CBS Marketwatch and the BBC, as well as myriad local and regional publications, referenced the poll.
- The plan received a 2005 Pyramid Award in Media Relations from the New Jersey chapter of the Public Relations Society of America.

Background:

BetterInvesting began its Voice of the American Shareholder poll in 2003 as a vehicle to raise awareness of the organization’s position as the “voice of the individual investor.” From a media relations standpoint, the poll results would serve to position BetterInvesting as the “go-to” resource for media. Longer term, increased awareness from greater media exposure would result in increased membership.

Independent of AKCG, BetterInvesting conducted the first wave of this quarterly poll in late 2003 (with information released in early 2004) and released two additional waves in 2004. Unsatisfied with the media results it had attained with the first three waves, BetterInvesting asked AKCG to incorporate the poll’s publicity into AKCG’s ongoing media relations program.

The Campaign:

The VOAS campaign was the first BetterInvesting campaign primarily conducted through BetterInvesting’s new BetterInvesting Newsroom, an online media resource designed by AKCG to meet the financial media’s growing need for immediate information delivered electronically.

AKCG distributed five news releases on the poll’s fourth wave, each strategically timed and targeted to specific media that might have the most interest.

To learn more about how Anne Klein Communications Group can help your organization meet the challenges of today’s fast paced media demands, please call and ask for Anne Klein or John Moscatelli.