

ANNE KLEIN COMMUNICATIONS GROUP

Promoting Financial Literacy to Reinforce Industry Leadership

One in a Series of Award-Winning Solutions

The Challenge:

Develop a media relations program for Radian Inc. to reinforce market presence with the company's employees and clients, all on a limited budget.

Results:

- Media relations and publicity efforts generated more than \$384,000 in publicity value and more than 38 million media impressions. Considering the budget, the campaign yielded a return of nearly 50 times the investment.
- Several articles were published in top-priority trade and general-circulation print publications such as *American Banker*, *Las Vegas Review-Journal* and the *Las Vegas Sun*, as well as in online media. In addition, an article written by Bankrate.com, a leading industry Web site, earned placement in myriad print and online publications, including Yahoo.com's main page, the *Ventura County Star* and the *Detroit News*.
- The Philadelphia chapter of PRSA presented Anne Klein Communications Group with a Peppercorn Award in the Limited Budget Programs category.

Background:

Radian Group, Inc., a global credit risk management company that provides innovative financial solutions to capital markets across the globe, wanted to promote financial literacy to help reinforce its industry leadership to consumers and its business-to-business customers.

AKCG recommended conducting a market research campaign to identify research to develop "newsworthy" findings about homeowners and their buying practices, a topic with potential to interest both general-circulation and industry trade media. Virtually no recent studies of homeowners and their financial literacy existed.

The Campaign:

AKCG purchased several questions in an omnibus survey, allowing Radian to generate valuable data without the high cost of commissioning an independent study. AKCG drafted four questions for the survey aimed at determining the level of knowledge homeowners felt they had about their mortgage options at the time they purchased their homes.

After analyzing the survey results, AKCG found that more than half of homeowners did not feel knowledgeable about the mortgage options available to them at the time they purchased their homes. Armed with the results of the quantitative research, AKCG designed and implemented a media relations program aimed at trade and general-circulation media. Thanks to a well-crafted news release and nationwide targeted pitching, the story garnered attention from top trade publications and leading industry Web sites.

To learn more about how Anne Klein Communications Group can develop creative publicity campaigns to help position your products or services, please call and ask for Anne Klein or John Moscatelli.