

ANNE KLEIN COMMUNICATIONS GROUP

Naming the Nobels: Raising the Profile of a Research Partner One in a Series of Award-Winning Solutions

The Challenge:

Develop a strategic media relations program to reinforce market leadership of the Scientific business of Thomson Reuters (formerly Thomson Scientific), and strengthen relationships with key researchers through direct outreach and publicity.

Results:

- Media relations and publicity efforts generated more than \$2.5 million in publicity value and more than 5.9 million media impressions.
- Every top-tier media such as the *Wall Street Journal*, *Science* and The Associated Press, as well as myriad local and regional publications, distributed stories referencing Thomson Reuters' Nobel Prize forecasts.
- The campaign yielded a return on investment of more than 200 times.
- Within a few months the "Thomson Scientific Laureates" distinction was mentioned by recipients in curriculum vitae, personal Web sites, Wikipedia.com entries and more.
- The Philadelphia chapter of PRSA presented Anne Klein Communications Group with a second-place Pepperpot Award in the Media Relations category.

Background:

Thomson Reuters has more than 50 years experience in pioneering tools for researchers and scientists across all disciplines, plus a diverse roster of product offerings. For the past two decades, Thomson Reuters has been forecasting potential Nobel Prize winners, dubbed "Thomson Scientific Laureates," in the Nobel's four scientific fields.

AKCG worked with Thomson Reuters to identify ways to leverage the forecasts and involve Thomson Reuters in the pre-Nobel Prize announcement "buzz" to reach the research community.

The Campaign:

AKCG strategically developed a media relations plan to establish Thomson Reuters as an expert in citation indexing and research evaluation. To draw traffic to the Thomson Laureates Web site, the agency created new content and features, and pitched the site to the editor of a leading research trade publication.

AKCG-created certificates were mailed to each honoree, along with a letter signed by Thomson Reuters Chief Scientist Henry Small, congratulating the Laureate on that distinction.

In addition, AKCG developed and distributed a strategically timed news release about the forecasts and followed up with aggressive media pitching. The announcement garnered attention from virtually every top-tier media, as well as a multitude of local and regional publications.

To learn more about how Anne Klein Communications Group can help your organization position itself as thought leaders, please call and ask for Anne Klein or John Moscatelli.