

# Pitching Challenging Brands

## PRSA 2013 Session Outline

### Presenters:

Brian Agnes, President, Family Features

Ellen LaNicca, Executive Vice President, Consumer Practice Director, PadillaCRT

Susanne Vielhauer, Director of Sales, Family Features

### Session Synopsis:

How can you catch an influencer's attention and craft your brand's story in a way that will generate more earned media placements? Brian Agnes, Ellen LaNicca Albanese and Susanne Vielhauer will showcase several case studies that reveal how PR pros have integrated their clients' key messaging with high demand editorial topics to enhance their pitch appeal and garner more organic media impressions. The session will provide results-driven tips for crafting editorial themes and feedback from the media about what they want and need.

### I. PR isn't always a walk in the park

- Sharing our PR war stories
- Introducing our speakers

### II. What defines a challenging brand?

- Common Challenges
  - Snooze News / No News
  - Uncomfortable Topics
  - Social / Legal Troubles
  - Existing Brand Perceptions
- Our charge as PR Practitioners

### III. Review of Our Goals Today

- Look at the State of the Media
- Refresh/Review Our Pitching Basics
- Build a Plan to Identify The Best Pitch Angle
- Look at Tactics to Amplify Your Chosen Strategy
- See Examples of Successful Brand Positioning
- Walk Away with Tips for the Road

#### **IV. A Look at the State of the Media**

- Less Time and Space
- Less People
- More formats, mediums and responsibilities = Less Time/Resources

#### **V. How Can We Make Life Easier and Find More Success?**

- Tips Straight From the Media
- A Review of Pitching 101
  - Be Timely (Long Lead versus Short Lead)
  - Be a Resource
  - Invest in Quality Assets
  - Respect the Editor's Needs and Boundaries
  - Be the Hero, Expert, Solution
  - What's the Local Connection?
- Matching Your Client's/Brand's Objectives with the Media's
  - Tips to Get There
- Topics - What's Hot and What's Not
  - Boring Isn't Always Bad
  - Top Searches and Needs
  - Is Your Product the Story?

#### **VI. Tactics for Scoring Coverage for Challenging Brands**

- Examples and Case Studies of the Tactics in Action
  - Add Research to Support/Enhance the Relevancy of Your Message
  - Find a Partner
  - Align with Key Issues / Editorial Themes
  - Hitch Your Wagon to a Star
  - Fill a Need / Be Boring / Be Predictable
  - Be Unpredictable
  - Create Your Own News (Stunts)
- Social Media's Role with Challenging Brands
  - Why Supplementing Traditional Media Coverage with Consumer Engagement May Be Your Best Tactic
  - Possible Pitfalls / Why This Might Not Work for Every Brand

#### **VII. Final Thoughts for Success**

- Tips for the Road

#### **VIII. Q & A and Discussion**