

Направление «Реклама и связи с общественностью»

Профиль:
«Интегрированные коммуникации»

Код: 300

Время выполнения задания – 180 мин.

Прочитайте текст, иллюстрирующий конкретный кейс проведения коммуникационной кампании (характеристики – **Social Campaign; Public Affairs&Lobbying**).
Сделайте критический анализ на русском языке, в том числе придерживаясь списка вопросов, приведенных в конце статьи.

1) Description

In early 2010, the California State Legislature adopted a law that altered the scope of carbon monoxide (CO) protection throughout the state. Signed by Governor Arnold Schwarzenegger that May, the Carbon Monoxide Poisoning Prevention Act required that CO alarm devices be installed in California’s existing single-family homes by July 1, 2011. This legislation represents the largest, most sweeping mandates for CO protection in the country, with the potential for the most impact given California’s size and population.

Alert X, a leading manufacturer of residential smoke alarms and carbon monoxide (CO) detection devices, considers safety education a corporate responsibility and constant mission. This legislation offered an invaluable opportunity to educate Californians about the importance of CO safety, as well as explain the steps needed to comply with these new laws.

2) Strategy

Prior to any outreach, PR company conducted a statewide survey to gauge awareness of the new law, and to determine the relative state of CO safety in California’s households. Through this, PR company uncovered “alarming” discrepancies between the recommendations of the National Fire Protection Association (NFPA) and typical CO alarm usage across California’s homes. These findings provided a dramatic platform for elevating CO safety messaging and Alert X’s brand in a new, newsworthy way.

Goals and Strategies

Primary Goal – Educate the public about California’s new CO legislation, the deadline for compliance and the importance of proper CO alarm function and coverage

- Use compelling statistics to attract media and consumers
- Leverage statewide observances and events to make messages relevant and timely
- Partner with local government and safety officials, as well as safety “personalities” to maximize reach
- Employ social media to expand reach

Secondary Goal – Maintain Alert X’s dominant brand leadership in CO and fire safety

- Reinforce Alert’s position as the leading resource for CO and fire prevention information and products
- Drive consumers to Alert X destinations including Facebook, Twitter, Alert X.com and Alert X retailers

3) Execution and Creativity

Three main tactics were used to educate the public and reinforce Alert X's leadership position:

1. *A formal, statewide survey* revealed compelling statistics, including that nearly nine in 10 California households (89%) were not in compliance with the national recommendation for the number of CO detectors in a home set by the NFPA. Equally alarming was the number of Californians who would delay installing CO alarms once that new state law became effective; almost half (47%) will take four months or longer.

2. *An aggressive media campaign* informed citizens of the new law and leveraged research findings to educate them about the importance of replacing and supplementing CO alarms.

3. A series of *public safety events* throughout the state leveraged statistics, a celebrity spokesperson and product giveaways communicated safety messages, key dates for the new legislation, and motivated consumers to comply.

Campaign Theme

“Breathe Easy, California” invoked the sense of security that comes with having CO alarms installed, while also hinting at the colorless and odorless nature of carbon monoxide – and the need for an alarm in order to detect it.

Print/Online Media Campaign

Designed eye-catching campaign mailer, distributed to targeted media

Highlighted “alarming” statistics in a press release promoting the importance of proper CO alarm function and coverage

- Provided guidance regarding where and how many CO alarms should be installed in their homes
- Reinforced the new law and compliance dates

Distributed press materials directly to targeted regional and local short-lead media

Conducted extensive phone and email pitching to secure coverage

Radio Outreach

- Drafted and distributed Public Service Announcement scripts to local radio stations to inform citizens of the new law
- Offered top radio stations free “Breathe Easy” safety baskets including a variety of Alert X alarms for use as listener giveaways
- Provided “alarming” statistics and trivia questions for call-in contests

Social Media

- Provided content and visual direction for statewide Facebook advertising campaign
- Partnered with influential “mommy bloggers” across the state to help spread the word about CO safety and the new law

Direct Public Outreach

- Worked with public officials to create “California CO Awareness Week” (Nov. 6-11, 2011) and San Diego Carbon Monoxide (CO) Alarm Law Installation Week (Nov. 13-20, 2011)
- Hosted press conferences and donation events in conjunction with local fire departments in

- Los Angeles City, Los Angeles County, San Diego, Fresno and Sacramento
- Participated in “Safety Saturday” events at Lowe’s stores throughout the state and Home Safety Council webinars
- Developed a series of posters for retail display, as well as communications guides and materials for store employees, to effectively communicate the new law to shoppers

4) Results

The combination of proprietary data, aggressive media outreach and partnerships with local safety advocates resulted in a successful campaign. The research differentiated Alert X while media coverage and direct interaction with consumers propelled vital issue awareness.

The “Breathe Easy, California” campaign generated **24,982,283 media impressions**.

- 51 newspaper placements generated
- 33 television segments reached audiences in every major California metropolitan area
- More than 80 online placements appeared on local news websites and blogs

Additionally, Alert X gained significant market share in California at the detriment of its primary competitor and to the point of inspiring entire line reviews.

Вопросы:

1. Оцените результаты кампании. В чем, по Вашему мнению, была наибольшая сложность?
2. Универсальны ли законы PR для коммуникаций в различных социальных сферах, есть ли специфика PR при продвижении законодательного акта, если есть, то в чем она заключается?
3. Какие элементы креатива можно еще использовать? Какие новые комбинации элементов возможны?
4. С кем в процессе работы необходимо координировать работу?
5. Какие мероприятия/действия, приведенные в кейсе, представляются Вам обоснованными, а какие спорными либо неполными? Обоснуйте свою позицию.
6. Приведите примеры подобных проектов/кампаний в сфере Public Affairs&Lobbying, Social Campaign в России, каковы их особенности, почему не так развит этот сегмент?