

Профиль: «Интегрированные коммуникации»

КОД - 260

Время выполнения задания – 180 мин., язык - русский

Прочитайте текст, иллюстрирующий конкретные кейсы проведения коммуникационных кампаний. Сделайте критический анализ кейсов на русском языке, в том числе придерживаясь уточняющих вопросов к кейсу. Помните, что ваша работа должна представлять собой логически-структурированный текст, раскрывающий знание и понимание предмета анализа. Главное - аргументируйте вашу точку зрения.

I. LANDIS COMMUNICATIONS INC. (LCI) 25TH ANNIVERSARY

Summary

An independent firm in a market dominated by big agencies, Landis Communications Inc. (LCI), celebrated its 25th anniversary in 2016 with the San Francisco community to reach a wide range of stakeholders.

The agency was founded by David Landis in 1990. It is a full-service public relations and communications agency which operates from developing social media marketing, content marketing and digital marketing strategies, to providing branding, positioning and crisis communication counsel. The agency specializes in industries including Technology PR, Healthcare PR and Digital PR.

LCI has worked with clients from different industries such as education, financial services, retail, hospitality and tourism, sports, transportation, real estate and nonprofits.

It has consistently delivered results that have satisfied clients' needs and expectations. The agency has won some prestigious national PR awards several times.

Strategy

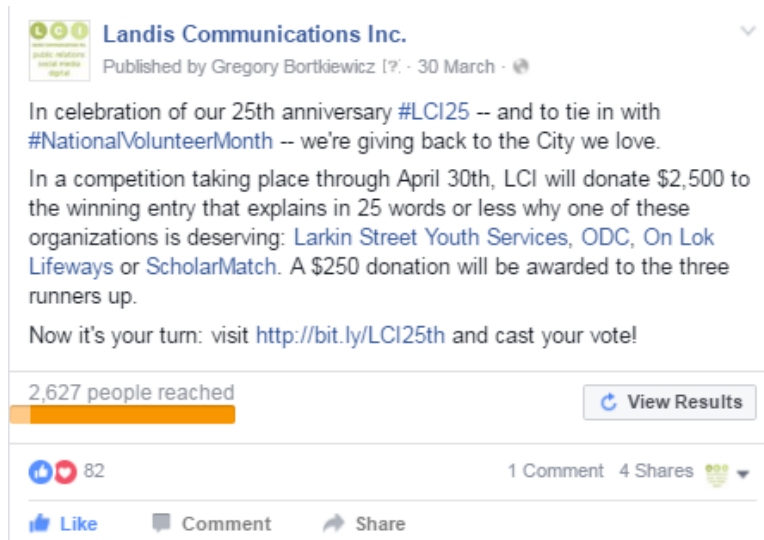
Landis Communications developed a strategy to celebrate the 25th anniversary in a way that would engage and resonate with the local community. The agency actively encouraged people to take part in the celebrations, under the hashtag #LCI25.

The strategy encompassed traditional media outreach, speaking opportunities, social media and community events.

Execution and Creativity

Facebook contest – LCI asked Facebook users to nominate one of four local nonprofits to be the recipient of a \$2,500 donation. Entrants had to explain in 25 words or fewer why their selected nonprofit deserved to win, with a panel of LCI judges choosing their favorite entry.

Олимпиада для студентов и выпускников – 2017 г.



Facebook video series – LCI produced and shared a weekly video series where we asked each staff member a series of quick-fire questions in the style of Vogue Magazine.

LCI blog & newsletter– LCI authored and shared numerous blogs to celebrate the 25th anniversary, including a video blog of top coverage secured in the last 25 years.

Media Outreach – reached out to key business and trade publications; a press release announcement of six new clients included LCI’s 25th anniversary story.

Speaking Opportunities – applied to take part in speaking engagements to cement LCI status as industry leader.

Volunteering – staff spent an afternoon at the senior center of On Lok, an LCI client. LCI took part in arts and crafts activities and group singing with senior citizens; David Landis himself accompanied on the piano.

Results


#LCI25 has been a resounding success with increased media coverage, speaking opportunities, social engagement and business leads.

Facebook contest – LCI received numerous nominations for each nonprofit as the local community took their chance to cast their vote. The boosted Facebook post reached 2,296 people and generated nearly 100 engagements. LCI donated \$2,500, held a check presentation for the winning nonprofit, Larkin. St Youth Services, and took a tour of the facility afterwards. Each runner up received \$250.

Facebook video series – LCI posted a total of 10 videos which resulted in: 19,078 impressions; 13,106 reach; 1,300 views; 196 engagements. Each of these metrics was 4-5 times greater than the average LCI Facebook post

LCI blog – 25th anniversary blogs generated high engagement levels

Newsletter – LCI included mentions of the 25th anniversary and the Facebook competition in newsletters to its mailing list.





BULLDOG
Award Winner

Backtalk
News and Views from
Landis Communications INC. (LCI)


LCI
landis communications inc.
public relations • social media • digital

Share. Engage. Participate. Influence.


Welcome to our new clients:



LCI IN THE NEWS



Optimizing Voice Search:
"Oh Siri you're so fine,
you're so fine you blow my mind..."



LCI's friends at [Mannix Marketing](#) recently contributed to the agency's [blog](#). The topic was loud and clear: **voice search is growing** and its importance to your corporate search can't be ignored. There are a number of best practices to help optimize your business' voice search and we're here to bring you **The top 4 Tips For Voice Search**:

1. Make sure your website's design is **responsive** or mobile friendly
2. **Utilize schema** to help Siri find your information
3. Make sure your **NAP citations** are accurate and consistent
4. In addition to including traditional keywords in your SEO efforts, be sure your content is **optimized for popular voice search phrases** and Siri queries

Media Outreach – coverage secured in Holmes Report, PRWeek, O'Dwyer's, PR Daily, The Native Society, San Francisco Business Times, Cision's "Behind the Headlines" and the Brand Journalism Advantage podcast.



Fri., Apr. 1, 2016

Landis Lands Lucile Packard Children's Hospital Stanford

By Jon Gingerich

San Francisco-based PR and marketing communications agency Landis Communications Inc. has become agency of record for Lucile Packard Children's Hospital Stanford.

The Palo-Alto based medical center, which is staffed by nearly 700 physicians, is one of the most prominent children's hospitals in the country. Part of the Stanford University system, it was founded in 1991.

The medical center is currently in the midst of a major expansion project that will nearly double its size, adding a new main building and medical center to its existing facilities. The construction project, which began in 2012, is scheduled for completion in 2017.

As AOR, Landis will provide PR, marketing and social media services surrounding the opening of the expanded hospital, and will promote the services the center provides children, adolescents and expectant mothers.

Landis, which specializes in consumer technology and B2B communications, posted nearly \$2 million in 2015 net fees, according to O'Dwyer's rankings of PR firms, representing 39 percent growth in year-over-year revenues. The agency turns 25 this year.

Олимпиада для студентов и выпускников – 2017 г.

Speaking Opportunities – David Landis was a featured speaker at PR News’ Social Media Summit on August 10th in San Francisco, speaking about how businesses can leverage Periscope for Twitter.

11:15 a.m. – 11:45 a.m.

How to Use Twitter’s Periscope App for Your Organization’s Video Strategy

Live streaming is a wide open and exciting frontier in brand communications. It’s affordable, powerful and it can be used in many contexts for a variety of messaging strategies. Feeling the heat from Facebook Live, Twitter continues to update Periscope, its popular live-streaming app.

You’ll learn how to get started using Periscope and master the technical details of using the app, and will get real-world applications.

We’ll cover:

- Determining if live streaming is right for your organization
- Getting internal or client buy-in for live-streaming
- Effectively measuring live streams
- Specific case studies of organizations that have used Periscope successfully
- Inspiring your followers to comment/share your live stream, and share “hearts”
- Some of Twitter’s latest features

BONUS TIP SHEET: 10 Scoping Best Practices

Speakers:



David Landis
President/CEO
Landis Communications
Inc.
[Read Bio](#)



James Mowdy
Founder
BSPOKE
[Read Bio](#)

Volunteering – the seniors of On Lok greatly enjoyed and appreciated the afternoon, as did the LCI staff, with David Landis himself accompanying LCI singers on the piano.



Search Engine Optimization – LCI has worked extensively on search engine optimization (SEO) for numerous years with a special emphasis during the 25th anniversary. As a result, LCI is consistently ranked in the top 3 search results on Google, Bing and Yahoo. It has also focused on Search Engine Marketing with ads and landing pages geared towards “San Francisco Public Relations”, “Healthcare Public Relations”, “Real Estate Public Relations” and “Technology Public Relations”. LCI’s new business pipeline now regularly has more than 50 prospects.

II. “Life after Edelman”

Summary

The agency Multi Communications was founded in 1990 and had a 25 years experience and expertise in one particular domain — interpersonal communication. It specializes in event, PR and digital spheres.

The agency earned several prestigious awards and nominations both in Poland and abroad.

Multi Communications develops customized communication strategies and educational programs, manages relationships with journalists and stakeholders, and organizes events.

The presented case is better described by the company itself: *“How to make the strength of your competitor work in your advantage? Well... it is easy. You need to act fast when the big guys move away from your market. Please read the attached story that happened in real time and became one of the most commented Real Time Marketing campaigns in the Public Relations industry in Poland. All buzz was made by us and for us. No clients attached. Simply Multi Communications”*.

Strategy

1. On the 6th of April 2016 Polish Public Relations people were stunned by the following information: „Edelman is leaving the Polish market”.



Edelman Closes Warsaw Office

Edelman has closed its operation in Poland, the latest in a series of moves that mean the world's largest public relations firm no longer has a branded presence in Central and Eastern Europe.



WARSAW—Edelman has closed its operation in Poland, the latest in a series of moves that mean the world's largest public relations firm no longer has a branded presence in Central and Eastern Europe.

Following what the firm called “a substantial review:” it determined that “the best way to service our clients in Poland is working through an affiliate, Lighthouse Consultants.” Said Michael Stewart (pictured), president and CEO of Edelman Europe: “This has been a carefully considered strategic decision regarding Edelman's investment priority in the region. To enable us to realise our communications marketing ambition whilst servicing clients at scale, we are best placed to achieve this via an affiliate model.”

He added: “I am incredibly proud of the fantastic work that the team has been doing in the Polish market, and the decision to close has no reflection on their achievements, professionalism and enthusiasm.”

Edelman entered the Polish market in 2005, shortly after Poland joined the EU, and the Warsaw office had served as a hub for much of the firm's regional work.

The withdrawal from Poland comes almost exactly one year after the firm announced that it would shutter its Moscow office, replacing it with an affiliate deal with local firm PRT. Last month, Edelman announced that it would be restructuring its Turkish operation, where it now has a minority position in the operation now majority-owned by general manager Sı Türk Büyükkırat.

New Polish affiliate Lighthouse specializes in corporate reputation management and crisis communications, and has expertise in the energy, financial services, healthcare, retail, and technology and telecommunications sectors.



ARTICLE TAGS

AGENCY NEWS EDELMAN

2. Multi Communications decided to act fast and use the Edelman's farewell story as an enhancer for their brand.

“We did something we advise our clients to do Real Time Marketing”.

3. Communication took place via social media.

Execution and creativity

1. One day after the market started discussing the decision of Edelman, Multi Communications prepared a special, creative FB post.

“Don't know what to do next?
Call us!”

“Life after Edelman?
Call!”
664 465 718
Aldona from Multi's HR



2. The agency started receiving positive feedback from PR, marketing people and trade media.

Publicrelations.pl (a magazine owned by the former president of MSL Group Poland) wrote well about the real Time marketing action of Multi Communications. Other PR trade media and experts showed this campaign on their social media profiles.

<p>“Multi Communications wins the entire pot... Bravo!”</p>	
<p>“#realtimemarketingin employer branding activities by Multi Communications A telephone number to the recruiter is always handy, isn't it?”</p>	
<p>As you can see, some people in PR industry understand what Real time marketing is.</p>	
<p>This is how you recruit employees from a closed company</p>	
<p>Good, fast reaction (hahaha – funny) or a simple shot into those who have just lost their job. What do you think?</p>	

The agency started receiving positive feedback from PR and marketing people via phone, Messenger, SMS and other channels of media communication.

Results

Multi targeted Edelmans' employees and those who express interest in PR.

SM Range over 23,000 well targeted FB users (12,000 organic).

Very positive trade media reaction: wirtualnemedial.pl, proto.pl, publicrelations.pl...

Three recruitment contacts from Edelman.

Вопросы

1. Сформулируйте цель, задачи и основные идеи приведенных коммуникационных кампаний.

2. Можно ли эти кампании назвать примером планирования и реализации интегрированных коммуникаций? Обоснуйте свою позицию. Приведите примеры, подтверждающие или опровергающие данное утверждение.

2. Какова специфика коммуникаций, представленных для анализа кейсах? Какие, на ваш взгляд, приемы, решения каналы коммуникаций соответствуют целям и задачам выбранных стратегий? Обоснуйте свою позицию.
3. Какие мероприятия/действия, приведенные в кейсах, представляются вам обоснованными, а какие спорными либо неполными? Обоснуйте свою позицию.
4. Чем, на Ваш взгляд, можно было бы дополнить представленные коммуникационные кампании? Например, иные каналы коммуникаций, иные креативные решения? Попробуйте смоделировать собственное предложение.
5. В чем, по Вашему мнению, была наибольшая сложность при решении коммуникационных задач? Какие выводы можно сделать из данных кейсов?
6. Что такое «тайминг» кампании, и какое он имеет значение?
7. Знаете ли вы подобные проекты/кампании в России и в зарубежных странах? Каковы их особенности?
8. Отличается ли, на ваш взгляд, продвижение коммуникационных компаний на рынке услуг от продвижения других типов компаний?

