



Case Study

The Challenge

Groundbreaking stories are so common, it's incredibly difficult to get PR for them unless you are willing to break the mold and explore new ways to share the story.

Our Solution

WordWrite worked with the company to reframe its "plant expansion" story to become a story about the community and the benefits of its allergen-reducing products to consumers.

Client Takeaways

After our public relations engagement, the firm was more confident in its story and central firm messaging than ever before.

Breaking ground – and news

Helping a manufacturer celebrate a plant expansion

A textile manufacturer was hiring and growing in remarkable numbers. One of the biggest expansions came at the company's plant in a small community in a rural southern state. The manufacturer wanted to share its truly groundbreaking story, but recognized its strategies were outdated.

The company turned to WordWrite for assistance with media pitching and attracting industry and consumer interest. WordWrite recommended a more tailored approach in which the team directly targeted their audience with the help of the local chamber of commerce. The company was able to build awareness by mixing educational content with traditional public relations strategies, resulting in strong media impressions, social media interactions, and community engagement.

Breaking the mold for a 'tired' story

Traditional company groundbreaking stories seem like they're all the same — so the challenge was to break the stereotype and uncover the powerful story that the company had to share.

The story needed to target two audiences: the local community home of the plant; and the industry, including consumer retail giants and partners served by the manufacturer, pairing them with the company's products. WordWrite developed a strategy to engage with the community by hosting a grand opening event for community members, rather than for the company.

By engaging the community and educating this audience, the company became a centerpiece of a statewide story for the state public radio network and doubled attendance at the plant groundbreaking event. In addition to the community event, to gain industry and consumer interest, an educational infographic on the groundbreaking was distributed on PR Newswire.



The purpose of the infographic was to educate consumers about using the company's products to reduce allergy symptoms in the home. The infographic combined with a press release enhanced the company's efforts to share an educational message with the community.

To reach the local community and the industry would require approaches tailored to each. For the local community, the key demographic was community leaders who had helped the company obtain its site and financing, and organizations that could help the company grow its staff as it expanded.

After interviewing local leaders, the team agreed that an in-person event and tour of the existing plant provided the manufacturer the greatest opportunity for a celebration and thank-you that would provide significant in-person contact as well as relevant local media coverage.

For the consumer and industry audience, in addition to the traditional press release on the groundbreaking, the manufacturer and WordWrite decided to use the event as an opportunity to educate the industry on the company and the role its products play in the lives of consumers. The company's internal research showed that its core consumer demographic is mothers with small children concerned about contaminants in the home.

From its sales team, the company knew its core buyer demographic in the industry is knowledgeable about its products but didn't know as much about the prevalence of allergy problems in the home. To reach both of these national audiences, the company and WordWrite team created an educational infographic about allergies in the home and how to combat them.

Outcomes

By partnering with the chamber of commerce, the story was able to make a community impact, which in turn delivered stronger results, including local news stories, but also the centerpiece of a statewide story on the public radio network.

Compared to the original groundbreaking for the plant, the expansion groundbreaking and grand opening campaigns more than doubled attendance to nearly 100.

The success of pairing the infographic with the press release and distributing via PR Newswire resulted in significant engagement, including garnering nearly 1,400 online views of the release and driving 83 media pick-ups and 143 social media interactions.

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