

CASE STUDY

Core Media Relations

CLIENT:

Progress Lighting

PROGRAM:

Brand Awareness emphasis through core media relations

COMMENTS:

The MAT feature released in Fall 1999 was awarded "The Golden Thinker" award for most media hits by a single editorial feature in the U.S. The feature "hit" in over 1400 publications, with exposure value of over \$500,000.

Through aggressive media relations efforts by JDPR, Progress Lighting established and sustained an unprecedented media presence during a twelve-month period, further strengthening its position as the leading decorative lighting brand among builders, electrical contractors and architects.



PROGRESS
LIGHTING

CLIENT:

Progress Lighting – the leading, single source manufacturer of residential and commercial decorative lighting fixtures in North America

PROGRAM:

Development of a proactive, aggressive media relations program designed to build and enhance Progress Lighting's leadership positioning and create top-of-mind awareness of the brand and its products. Media relations strategy included the following tactics:

- Identification and pursuit of editorial opportunities among core media, developing specific angles/objectives for pursuing these opportunities and securing placement/exposure for Progress Lighting
- Creation of a quarterly direct mail campaign (season-specific and market/audience-specific) targeting nationally syndicated media resources as well as core trade, builder/remodeler/contractor and consumer media, providing a one-page information sheet, including product information, lighting trends, tips and story idea-starters
- Utilization of pre-formatted ("MAT") feature stories which provide national media – including daily and weekly suburban newspapers – ready-to-use editorial materials focused on broad consumer interest topics related to residential lighting to leverage Progress Lighting's category expertise, increasing exposure among consumers

PR OBJECTIVE:

- Gain maximum exposure for Progress Lighting – its people, products, programs and services – among target trade and consumer audiences by increasing the manufacturer's "share of voice" in key media

PR RESULTS:

- Generated more than 1500 placements in a variety of national, regional and local print, broadcast and e-media across trade/consumer channels
- Invitation to participate in a number of leading show home opportunities, including *Home Magazine's* American Dream Home, The Next Generation House, 21st Century Monticello, Today's Classic Home and *Midwest Living's* IDEA Home
- Received a number of accolades for new product introductions directly linked to media placements, including Building Products' Top 150 Product Picks and Design Journal's Best of Show
- Generated new sales leads among Progress Lighting's key target trade audiences



JDPR
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