

## The Press and Publicity Package



### What is the Press and Publicity Package?

- **McKerns Development** creates, writes and places press specifically promoting your goals for your business—writing feature stories generating high readership and interest in magazines and the press and promoting mutually identified goals.
- Your firm is known for the projects and expertise you have and would like to continue.

### What are the Features of the Press and Publicity Package?

- 12 month plan of media placement in relevant publications
- 12 month schedule of Press release development and release
- 12 month Planned feature story development and release
- Annual Communications Plan based upon Company Message/Brand
- 12 month Media Coverage in Targeted Publications and Media
- Press Releases for use as Media Releases, as Collateral Inserts, as Business Background and Web Content
- Professional Reprints for Marketing and Promotion
- Custom Media Contact List for promotion
- 12 month Clip and Publications File
- Professional publicist for media announcements

### What are the Benefits of the Press and Publicity Package?

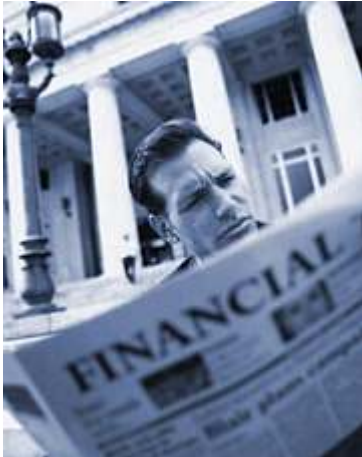
- Receive major awards as a result of free publicity and grow business an average of 85% through public relations exposure



## **What are the Benefits of the Press and Publicity Package? (cont.)**

Garner top awards as a result of media exposure. Awards include: Nation's Top 100 Multi-Housing Architects; Nation's Top 100 Developers, Multi-Family Executive – Most Influential, Southeast's Top Projects; Marine Industry-Project of the Year Award, ASID Buddy Award, ASID Lifetime Achievement Award

- Average 33 pages of features and releases posted on internet.
- Regularly (2-3 times/month) receive requests for coverage and quotes in the media.
- Measurable way to implement the Marketing Plan based upon clearly defined company goals. Such as branding initiatives, increased market share, sales and business development goals, new markets, attraction and retention of major talent
- Media Planning based on chosen target publications, including those that your clients and other decision makers read
- Determine key messages, develop strategies, and implement appropriate programs
- Leverage the effectiveness of in-house staff/talent
- Grow market share by up to 85-99.7% in short term (9 months)
- Develop innovative, effective and measurable PR and Communications



## **What are the Benefits of the Press and Publicity Package? (cont.)**

Progress media attention from awareness to active participation (making a progression from recognition as a major force in sector to having the media actively seeking quotes for participation in breaking media coverage)

Consistently maintain ROI measurement programs for PR activities

- Develop, manage and implement a proactive strategic communications plan
- Grow awareness of Client Company and differentiate the company from its competitors
- Establish and maintain positive relationships with national and regional media
- Forge new relationships resulting in additional media coverage
- Take ownership of developing press releases and media materials
- Proactively identify and pursue opportunities to generate stories that will positively highlight firm
- Collaborate with national and regional publications in real estate, luxury, market rate, financial, trade, consumer and major and local print and multi-media news
- Diagnose communication challenges and create strategic communication plans to address them
- Arrange media support for marketing launches
- Research competitors' PR activities to leverage corporate positioning
- Create original content for firm's corporate website to reinforce brand position
- Showcase PR activities and successes
- Ensure press releases are posted to corporate website and distributed to external sources with measurable results



## What are the Benefits of the Press and Publicity Package? (cont.)

Strategically enhance the company's image and reputation through public relations initiatives

Develop and implement strategic external communications, furthering the vision, mission, values, and performance of the Client organization

## How Does the Press and Publicity Package work?

McKerns Development utilizes Media contacts and relationships with editors and writers in major publications, local and national, and to-the-industry specific publications. Press Releases, PR and feature stories are both written and placed, and publication is secured.

- Promote Company through Public relations campaigns
- Develop and promote brand, products and service offerings
- Increase market share
- Place Press and Realize Media Campaigns with professional press releases
- Place feature stories with chosen target markets and publications, including financial, business and trade sectors, luxury/leisure markets, multi-family, single family, resort, medical, office, retail, commercial, and mixed use.
- Implement Media campaigns, including developing and releasing press and feature stories in publications, trade, regional, statewide and national print; magazine, news, direct mail, and electronic media including websites; differentiating company, product and services with strategic planning and consultative development.

**Publications include targeted publications reaching the markets:** Business and Financial; Real Estate/ Investment; Luxury Living, Boating, Golfing/Resorts, Development, Building, Architecture, Engineering and Facilities Planning, Special Interest Publications, Medical, Business Journals; Newspapers-Florida; Professional Organizations in the Development Industry; Environmental, Historic Preservation, Conservation, Green Building, Sustainable Development; Legal Organizations and Publications in Development; Chambers of Commerce; News and Web Publications in Development Industry; PR Wires and News Bureaus.

