



## THE SHIPYARD

**The Shipyard** is a Columbus-based marketing agency specializing in merging data science and creativity to solve brand problems. The organization's CEO strongly believes that for a company to mature, it must have a purpose beyond making money and, in turn, give back to the community it serves. Convinced that *"Communication can cure,"* The Shipyard vowed to help elevate the conversation around mental health, a cause that became even more personal after the 17-year-old son of the company's Chief Strategy Officer took his own life.

## BUSINESS CHALLENGE

When event marketers The Elevation Group reached out to The Shipyard about partnering on a new music festival in Columbus, Rick Milenthal, The Shipyard's founder and CEO, was interested, but on one condition; the festival would have to be done the *"Columbus way."* Thus, they agreed to *"Music with a mission"* and determined the two-day inaugural event would serve to help elevate the conversation around mental health. The Shipyard developed the hashtag #LaLaLa—Listen, ask, Love, act, Link, advocate—as key messaging moving forward.

But while the festival's musical line-up had earned some media attention, no one was talking about the event's mission. Determined to change that, The Shipyard turned to Team Fleisher Communications three weeks before the festival. The goal? Implement a media outreach initiative to deliver comprehensive coverage with impactful results, fast.

## TEAM FLEISHER COMMUNICATIONS PR STRATEGY OBJECTIVES

The following elements played a role in the development of a unique strategy designed to rapidly deliver results:

- Educate target audiences about the mission behind the music.
- Raise The Shipyard's profile by emphasizing its involvement and commitment to the festival.
- Build a pitch around the personal story behind this initiative in order to interest reporters who understand that this angle will resonate with their audiences.
- Work with reporters and influencers to ensure that stories on the Festival are well balanced, i.e. they include both information about the Festival's mission and coverage about the bands that will be performing.
- Secure impactful earned media for WonderBus and The Shipyard with coverage that explores the festival's mission.
- Utilize Team Fleisher's well-established relationships with Central Ohio media in order to deliver results on an accelerated timeline.
- Mine for editorial opportunities that will highlight both the Festival's mission and the first class acts that were slated to perform.



## CAMPAIGN ELEMENTS

- Craft a pitch that explores the mission behind the Festival and results in coverage that is hopeful and upbeat while also encouraging widespread interest in WonderBus.
- Leverage relationships with reporters and influencers who could tell this story in a way that resonates with our target audience while also showing respect for the grieving family at the center.
- Work closely with key principals at The Shipyard and The Elevation Group to maintain consistency and ensure all parties felt their objectives in terms of coverage were being met.
- Utilize Team Fleisher's extensive media connections to deliver a robust media presence at the festival's VIP "Night of Wonder." The kickoff was an ideal way to literally "set the stage" for the weekend ahead and highlight both this important mission and the outstanding musical acts that would be performing.

## RESULTS

### Three Week Results:

**55 Total Earned Media Placements**

**23 Online Placements**

**9 TV Placements, including one live performance**

**7 Print Placements**

**4 Radio Placements**

**20 Social Media Placements**

**1 Podcast Placement**

## EARNED MEDIA SECURED

In three weeks, Team Fleisher secured comprehensive coverage across all media channels and in top tier outlets that reached millions of individuals within our target audience.

### Outlets Included:

**TV Stations:** NBC4, ABC 6/Fox28, 10TV, Spectrum News 1



**Print Publications:** The Dispatch, Business First, Smart Business



**Radio:** WCBE, Sunny95, WTVN



“What an achievement! The coverage in such a short period of time with little notice is outstanding. You are true professionals with energy, focus and talent. I am very grateful. From all of us at The Shipyard, Thank you. Thank you. Thank you.”

Rick Milenthal, *The Shipyard* CEO





