CREATE PUBLICITY MESSAGES

What message do you want to communicate?

Example: Our customers are <u>millennials</u> and we want to be <u>more relevant</u> and <u>innovative</u> in the way we deal with them, but because we are in an <u>overly antiquated industry</u> it is really hard to escape being painted with the same brush as other incumbents. We want to change <u>this public perception</u>.

Your turn:

What evergreen publicity category could you rely on OR what are current trends could be related to your message?

Example: <u>Bitcoins</u>. They are <u>innovative</u>, heavily used by and <u>relevant</u> to tech savvy <u>millennials</u>.

Your turn:

What is OR what could be important/significant/interesting/unique/different/new/compelling about what you are currently doing OR could do in the future?

Example: We could accept <u>Bitcoins</u> as payment for our products to stay <u>relevant</u> to our <u>millennial</u> customers. This is unheard of as we are the <u>first</u> in our industry to do this.

Your turn:

How could you expand this content to appeal to multiple outlets?

Example: A print news story on being first in our industry to accept <u>Bitcoins.</u> One outlet could get an exclusive with photo of <u>millennials</u> with laptops. Another outlet could get a graph showing <u>increase in sales</u> because of <u>Bitcoins</u>. A third could be a collaboration piece with 1) us, 2) a competition with doesn't accept Bitcoins and 3) a Bitcoin merchant discussing the <u>Bitcoin trend</u> and <u>millennials</u>. A guest post on a related industry blog on why we took the risk in accepting Bitcoins.

Your turn:

What publicity angle could you use?

Example: We are the <u>first</u> in our industry to accept <u>Bitcoins</u> as payment for our products to stay <u>relevant</u> to our <u>millennial</u> customers in an <u>overly antiquated industry</u>

Your turn:

What is the potential headline?

Example: First ABC In Industry To Accept Bitcoin Payments

Your turn:

Is this objectively important/significant/interesting/unique/different/new/compelling?

<u>Mostly likely!</u>

Your turn: