

Case Study: Market Research

The Client

A comprehensive Catholic university located in southern Chicago that provides a liberal arts education to more than 5,200 students every year.

The Challenge

In May 2006, the university graduated 500 students from various bachelors and graduate degree programs. The school's objective was to send press releases to its graduates' hometown newspapers announcing their accomplishments, but knew this would be a daunting task. With their limited staff that is also responsible for promoting the University's accomplishments and events, undertaking a labor-intensive hometown news release program was simply too much for them to handle on their own. The school knew researching and developing media lists for publications across the Midwest and writing press releases would take weeks of valuable time it did not have to spare. So, to reap the benefits of promoting its graduates accomplishments in their hometowns, they looked to outside sources for help.

The Action

Press releases were sent to more than 400 newspapers in the graduates' hometowns. As of September 2006, 29 press releases were published in papers across the Midwest, generating 123,855 media exposures. At a cost of \$5 per student, the university paid only \$2,500 for the opportunity to announce its students' accomplishments in more than 400 media outlets across the Midwest.

The Result

PlattForm started receiving clippings within a few weeks of sending out the initial press releases. Many published releases appeared in the media.