



Live Wire increased the Ballston Business Improvement District's brand recognition through an aggressive media relations and social media campaign, and elevated its perception among consumers as a leader in innovation while also positioning its CEO as a thought leader.

CAMPAIGN OVERVIEW

In today's 24-hour news environment, business leaders understand that the media has greater reach and more power to affect their success than ever before. Whether a business needs to leverage the media to achieve its objectives or manage the media to protect its reputation, it takes experience and a powerhouse of talent to navigate today's challenging media environment.

Live Wire has worked closely with the Ballston Business Improvement District (BID) as they continue their mission of taking Ballston — a 25-block neighborhood of commercial and residential properties — and turning it into a frontrunner destination for business, culture, entertainment, education and living. Through professional counsel and a strategic public relations campaign, our talent and expertise delivered a comprehensive communications strategy that has helped the BID raise its brand recognition and become a leader in innovation in the D.C.-metro area.

CAMPAIGN OBJECTIVES

Live Wire worked closely with the BID team to gain an in-depth understanding of the company's key messages, market position and business goals. Live Wire analyzed and synthesized that information into a comprehensive PR campaign with the following objectives:

- /// Differentiate the Ballston BID from its competitors by promoting the BID's experience, knowledge, innovative ideas and thought leadership;
- /// Communicate the BID's unique value proposition clearly and concisely to promote the Ballston neighborhood to brokers, landlords and businesses;
- /// Promote the BID for being an industry leader through their innovative use of technology and neighborhood development;
- /// Prime the marketplace by projecting credibility and innovation and engaging with current businesses in Ballston to foster a working dialog on neighborhood needs; and
- /// Convince prospective businesses looking at relocating to Ballston that the BID truly understands their needs and promotes a business-friendly environment.

CAMPAIGN STRATEGIES

Based on a comprehensive analysis of the BID and its competitors, Live Wire recommended the following strategies to accomplish the defined PR objectives:

- /// Build relationships with reporters, editors and producers at local media outlets and specialized neighborhood development trade publications to educate them about the Ballston BID;
- /// Coordinate editorial briefings and in-person interviews to establish ongoing relationships;
- /// Research and secure high-value print, online and broadcast editorial and feature opportunities highlighting the Ballston BID and its expertise;
- /// Develop and implement thought leadership campaigns focused on critical neighborhood issues; and
- /// Manage media blitz campaigns for the Ballston BID's unique programming and local events such as Taste of Arlington, the Farmers' Market, and Annual Meeting & Best of Ballston Awards.

CAMPAIGN TACTICS

Live Wire developed and implemented a comprehensive strategic public relations campaign for the Ballston BID:

- /// Led ongoing strategic media relations efforts to position the Ballston BID as an industry leader to the local Washington D.C. community media and to business and real estate industry press;
- /// Continued to develop strategic messaging to tell the Ballston BID story and demonstrate thought leadership through unique pitching and story angles;
- /// Engaged media on an ongoing basis to keep the Ballston BID top-of-mind as a resource for editorial opportunities and proactively seeded ideas for direct and indirect coverage; and
- /// Identified relevant editorial opportunities for proactive pitching efforts; and worked with business owners to identify pitch angles and to highlight neighborhood business growth.

CAMPAIGN SPOTLIGHT

For six years, Live Wire has advised the Ballston BID on their annual signature event, Taste of Arlington. The festival has grown from 10,000 attendees to 40,000, making it the largest food festival featuring Arlington's food scene, while benefiting seven Arlington nonprofits and charities. Live Wire positioned the BID in tactical partnerships to benefit the event. Live Wire pitched the top seven radio stations in the DC Metro area, as well as conducted outreach to secure local celebrities for appearances at the event. Live Wire extended invitations to local D.C.-metro press to attend the event and assisted with on-site event logistics and staffing. In 2018, Live Wire:

- /// Secured **35 local television hits**, including **4 in-studio cooking demos** and **20 event day segments**;
- /// Secured **36 print/online placements** prior to event detailing festival information, interviews with participating restaurants and touting as top weekend event;
- /// Secured **75 radio hits**, increasing last year's radio total by 66 percent, including DJ's reaction to sampling food on air and accompanying social media promotion with on-air personalities; and
- /// Secured **45 social media posts by influencers** and public figures with a combined reach of 226,986 users across Instagram and Twitter promoting Taste of Arlington.

CAMPAIGN RESULTS

Live Wire delivered the following results for the Ballston BID since January 2017:

- /// Secured **363 media placements** including TV interviews, print stories, and radio interviews;
- /// Created the Ballston BID's first ever social media campaign, securing **45 social media posts** across Instagram and Twitter by public figures and influencers for Taste of Arlington;
- /// Increased secured media placements by **14 percent from 2017**, maintaining a steady growth rate to improve on last year's increase of 12 percent from 2016 and 104 percent from 2015; and
- /// Built connections and personal relationships with a targeted list of local reporters to keep the Ballston BID top of mind and positioned the BID as a qualified source on neighborhood developments and innovation.

The Ballston BID has grown into a recognized and respected brand in the DC Metro Area, and Live Wire has been an integral part in making that possible. Live Wire's strong relationships with key media and their commitment to our initiatives have allowed us to gain unbelievable exposure and elevate our presence in this competitive area.

Tina Leone
Chief Executive Officer
Ballston Business Improvement District