

Through a strategic integrated marketing and communications campaign, Live Wire elevated the profile of Georgetown University's McDonough School of Business, positioned its faculty as national thought leaders and highlighted professor research impacting business and society.

CAMPAIGN OVERVIEW

As the higher education landscape continues to evolve, colleges and universities recognize media coverage is becoming increasingly scarce and more competitive. Constantly seeking an increase in rankings and reputation, business schools must leverage every asset to strengthen its brand, protect its prestige and position the school for success now and into the future. It takes experience and a powerhouse of talent to navigate today's challenging media environment. Top-tier institutions like Georgetown University's McDonough School of Business understand the value of working with a public relations firm like Live Wire Media Relations, whose talent and expertise delivered a comprehensive communications strategy to accomplish its objectives.

CAMPAIGN OBJECTIVES

Serving as the agency of record for the McDonough School of Business over the last ten years, Live Wire has created an integrated marketing and communications campaign that strategically aligns to the school's business goals and objectives. From the school's brand and key messages, to its market position and communications activities, Live Wire worked with McDonough's internal communications team to develop the following PR objectives:

- Position the school as a premier business school and thought leader in finance, business, federal regulation, international trade and marketing through a faculty thought leadership campaign;
- Enhance the school's ranking in influential publications, including Businessweek, Financial Times and U.S. News & World Report, through strategically secured articles and earned media coverage;
- Increase awareness of the school's student success stories, including overcoming challenges to graduate, successfully launched business, and innovative applications of teachings from the classroom;
- Promote faculty research that has a direct impact on business and society through campaigns focused on securing coverage in mainstream media outlets and targeted publications; and
- Leverage Georgetown's location in the heart of the nation's capital to elevate the McDonough Business School as the go-to regional authority on all business related matters.


CAMPAIGN STRATEGIES

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

- Proactively chase the news cycle and engage journalists and producers at top-tier media outlets to secure high-level print and broadcast media coverage;
- Pitch and secure placements in influential publications that strategically align to targeted rankings and recognition;
- Vet and prep student success stories for feature placement in local and national media; and
- Aggressively pursue the local media market to fully penetrate D.C.'s outlets by offering McDonough's professors as qualified local experts.

CAMPAIGN TACTICS

Live Wire developed and implemented the following comprehensive strategic public relations campaign:

-  **Proactive Pitching Surrounding the News Cycle**
Proactively pitching and chasing the news cycle is Live Wire and McDonough's most aggressive program. We strategically monitor what is happening or expected to happen in the news and pitch faculty members as industry thought leaders and experts on relevant subject matters to targeted print, broadcast and online media outlets for interviews and article placements. From prepared quotes ready for print to immediate interviews with faculty, Live Wire has earned the trust and respect from reporters and professors to provide instant, accurate and unique sources for stories.
-  **McDonough Programming and Student Success**
McDonough's diverse student body, coupled with the innovative programming and classes offered at the business school, makes McDonough fertile ground for astonishing student success stories. Live Wire works with the students to prep and vet them for media, then facilitates all interviews and features. This year Live Wire had the honor of working with McDonough's oldest graduating student 83-year-old Carlos Sera, promote a veteran/student owned drink manufacturer, and have an Executive MBA's start-up featured on BBC.
-  **#Trending Professor Video Campaign**
Aligned with the school's strategic theme of promoting faculty expertise that directly impacts business and society, Live Wire created a video campaign, which features different professors commenting on trending topics currently in the newscycle. These videos are in turn used in proactive pitching efforts, and serve as both internal and external marketing demonstrating the relevant expertise of McDonough's professors. By storyboarding, shooting and producing short, dynamic videos, Live Wire increased the visibility of faculty – positioning the school as a having a bench of experts with their fingers on the pulse of breaking business news.

CAMPAIGN RESULTS

Since January 2017, Live Wire has delivered the following results for McDonough:

-  Research, drafted, and distributed **138 proactive pitches** to over 500 top-tier outlets;
-  Reached out to an average of 1,200 reporters per month with targeted pitches, resulting in **four to five interviews per week** with top-tier media outlets;
-  Secured **372 media interviews** for faculty – resulting in **317 earned media placements**;
-  Secured regular thought leadership contributions from directors of McDonough centers and initiatives with outlets including the Huffington Post, Forbes, Fortune, and The Hill resulting in **65 byline articles**;
-  Secured 97 media placements in local D.C. outlets, a **23% increase since 2016**, expanding upon a newly-established campaign objective of "D.C. Domination"; and
-  Secured a **front-page feature** in The Washington Post on McDonough's oldest graduating student, 83-year-old Carlos Sera.

Over the last decade, Live Wire has surpassed McDonough media relations goals and expectations by increasing our media opportunities by more than 350%. Live Wire continues to bring strategic counsel, creative ideas, and innovative recommendations to the board room time and time again."

Chris Kormis
Associate Dean and Chief Marketing Officer
Georgetown University McDonough School of Business