2013 Global Alliance COMM PRIX Awards
"Creating Eminence for Deloitte Canada by Leveraging Its Technology, Media & Telecommunications Predictions"

Division A:	**Entries with Prior Awards from National Competitions or GA Member Associations**
Category:	**Media Relations**
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OVERVIEW

The Deloitte Canada (Deloitte) annual Technology, Media & Telecommunications (TMT) Predictions report showcases global trends expected to have significant impact on consumers and business in the coming year. Research, in-depth interviews with TMT executives and analysts around the world, and the work of 6,000 Deloitte TMT practitioners all contribute to identifying the trends. The report features diverse views to challenge, inform, and engage industry leaders and executives, and provides Deloitte's outlook, conclusions, and recommended actions for each Prediction.

In late 2010, Deloitte asked Broad Reach Communications to develop and implement an English-language campaign to secure national, regional, and trade/industry media coverage for the 2011 TMT report. Deloitte also tasked Broad Reach with generating a second wave of coverage over a two week period in which TMT Predictions events were to be held in St. John's, Halifax, Montreal, Quebec City, Ottawa, Toronto, Winnipeg, Saskatoon, Edmonton and Vancouver.

STAKEHOLDER ANALYSIS

The campaign's **primary audience** was successful Canadian CXOs, CIOs, CFOs, and IT administrators from the technology, media, telecom, financial services, consumer business, and retail industries, and the public sector. Targeting these individuals was key because they purchase a wide range of Deloitte's professional services.

PLANNING

Deloitte's decision to launch this campaign was based on research and surveys of attendees of previous events. They indicated that media coverage of TMT Predictions would influence them positively. As a result, media relations has become a key measurement of success for the the marketing campaign. Without it, Deloitte would realize less value for its investment in the program, generating smaller crowds at events, and therefore less new business. Media relations also allows Deloitte to differentiate itself from other large professional services and accounting firms (PwC), consulting firms (Bain & Company and McKinsey & Company), and professional research firms (IDC and Gartner). Although no company can dominate the highly competitive TMT Predictions market, media relations has helped to establish Deloitte as a leader.

After reviewing the research and analyzing last year's approach, Broad Reach had a clear understanding of the campaign **SWOT**. **Strengths**: Media relations has helped position Deloitte as a leading Canadian professional services firm. It has also presented Deloitte's Duncan Stewart as an articulate and credible spokesperson nationally and the TMT Predictions program as having many innovative, interesting, and timely stories. **Weaknesses**: #1. Generating national media coverage on the global campaign launch date was a challenge given the global Predictions were announced in London, England, five hours prior to launching in Toronto and therefore available to the media online in advance of our news release. This challenge was overcome by tailoring our story for the Canadian marketplace. #2. Generating media coverage for regional events occurring up to two weeks after the national launch was addressed by creating strong regional story angles for each Prediction and offering Duncan Stewart for interviews. #3. Coordinating the needs and efforts of over 25 national and regional marketing managers and spokespeople was overcome by holding regular meetings, crafting clear communications, and creating comprehensive briefings. #4. Coordinating the interview schedules of 10 media spokespeople across five time zones was successfully managed by co-ordinating all interviews in a master Outlook calendar. **Opportunities**: Through media relations, Deloitte has a tremendous opportunity to differentiate itself from other large professional services, accounting, consulting, and research firms. **Threats**: Broad Reach thoroughly researched the Canadian 2008–10 editorial landscape to determine that several of Deloitte's competitors also released technology and other predictions each January. The resulting media clutter makes it hard for any company to dominate.

Based on Broad Reach's extensive research/interviews with Deloitte practitioners and technology industry leaders, it was determined that the best way to reach the target audiences via media relations was to prioritize high-profile national and regional mainstream media coverage (print, radio, TV, and online) over industry media or business magazine coverage given the media consumption habits of audiences revealed during interviews—the impact of a story in a local newspaper or on a local TV or radio show would be greater than that in an industry publication or a business magazine . Broad Reach ensured that all aspects of the communications plan positioned Deloitte's TMT Predictions and spokespeople as the leaders in global and Canadian TMT Predictions. Broad Reach also positioned Duncan Stewart as the renowned global TMT expert he is in order to increase his cachet.

GOALS AND OBJECTIVES

The **overarching goal** of this campaign was to showcase the knowledge and expertise of Deloitte spokespeople (TMT leaders) across the country by generating widespread media coverage for TMT Predictions among target audiences in national, regional, and online stories. The **second goal** was to build eminence for Deloitte as a leading professional services firm and thought leader in the TMT industries. The **third goal** was to position Duncan Stewart as the "face" of the campaign: a world-renowned TMT expert whose knowledge and expertise would encourage Deloitte clients and prospective clients to request meetings with him (and hence open the door to potential new business discussions.) The **fourth goal** was to present regional spokespeople as "go to" commentators for regional stories on TMT Predictions—for this and future media relations campaigns.

A number of **quantitative objectives** were set:
- Increase audience reach by an aggressive 25%, from 92 million in 2010 to 115 million in 2011.
- Create eminence, visibility, and buzz for Deloitte in regional markets across the country by generating at least five high-profile media stories in each region across Canada.
- Attract 15 journalists to events across the country to generate coverage in the two weeks following the launch.
- Ensure that 50% of stories feature the Deloitte brand prominently.
- Ensure that 50% of stories feature the phrase "TMT Predictions" (creating eminence and visibility).
- Ensure that 25% of stories include Duncan Stewart quotes.
- Generate stories that present Deloitte positively and identify its TMT spokespeople as industry leaders.
- Secure media interviews for the two lead national spokespeople and all eight regional spokespeople both at the launch of the campaign and as regional events occur in cities across the country.
- Generate new business opportunities by securing requests from executives to meet with Duncan Stewart.

EXECUTION

Broad Reach's strategy was outlined in the campaign communications plan, and the timeline was captured in a critical path that was updated and shared with the client regularly. Andrea Lekushoff's role was to develop the communications plan, ensure the success and quality of campaign activities, write the Top 10 Canadian Predictions, and oversee interactions with Deloitte. Broad Reach's proposed solutions were as follows:
- **Develop Top 10 Canadian Predictions:** Broad Reach analyzed all 18 global TMT Predictions and selected 10 that would have the greatest impact on Canadian consumers and businesses. A brochure was then developed to capture the essence of each Prediction and distributed to event attendees everywhere (see attached sample).
- **Develop campaign theme:** In analyzing the Top 10 Canadian Predictions, Broad Reach developed a theme that was featured prominently throughout the campaign.
- **Develop campaign key messages:** Key messages revolved around the Predictions themselves and presented Deloitte's TMT practice as an innovative marketplace thought leader.
- **Develop storylines:** The Top 10 Predictions provided an opportunity to tell a wide range of stories: one overarching story about Canadian TMT trends in 2011, 10 individual stories about the top 10 Predictions, and industry stories that grouped together two to three Predictions (e.g., IT, telecom, HR, public sector, consumer, marketing, retail, etc.).
- **Develop media materials:** Broad Reach developed various media materials, including a national press release, media pitches for each region, eight industry media pitches, and 10 edited biographies of spokespeople. These materials all contained extensive campaign key messages (see attached samples).

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- **Develop and target extensive media list:** Given that each Prediction was considered to be a unique and separate story, Broad Reach not only pursued national mainstream media but also conducted extensive research on the appropriate industry and business media to target for individual Prediction stories.
- **Conduct media outreach around launch:** Outreach targeted each market as well as national, regional, and trade across print, radio, TV, and online media, and a wide range of storylines was pitched.
- **Conduct media outreach around regional events:** Media across the country were invited to attend events and interview Deloitte's leading Canadian tech expert, Duncan Stewart, as well as regional TMT leaders.

RESULTS
The launch of this media relations campaign exceeded all goals and expectations as it inspired a national discussion about emerging TMT trends. News stories in all regions of the country focused on topics ranging from in-store WiFi to 2011 as the year of the tablet, and to the end of the PC world as we know it. Also, the campaign produced an **unprecedented volume and quality of media coverage: over 128.5 million audience impressions in 210 on-message stories, 95% of them in top-tier media.** Audience reach was calculated based on data provided by Media Relations Rating Points, developed by the Canadian Public Relations Society (CPRS) Measurement Committee. The following objectives were achieved:

- **210 stories were generated** (see attached summary of media coverage and sample TV and radio coverage).
- **Audience reach was 128,570,531, about 36.3 million (40%) more than 2010,** exceeding the goal by 13.2 million (15%).
- **Audience reach by type of media**: radio (38%), print (24%), TV (20%), online (17%), and newswire (1%).
- **Regional breakdown of coverage**: national (30%), Ontario (23%), Atlantic Canada (15%), Alberta (8%), Saskatchewan (7%), Manitoba (7%), BC (5%), Quebec (4%), and Northwest Territories (1%).
- **At least five high-profile top-tier media stories were generated in each region**, with most regions securing two to three times that many and some over six times as many (e.g., 32 stories in Atlantic Canada).
- **100% of stories mentioned Deloitte in a very positive tone**, positioning the company as a TMT thought leader.
- **92% of stories focused exclusively on TMT Predictions** and included key messages (up 14% from 2010).
- **The term "TMT Predictions" was included in 80% of stories** (exceeding the goal by 30%).
- **The report's co-author, Duncan Stewart, was featured in 60% of stories** (exceeding the goal by 35%).
- **All 10 regional spokespeople participated in high-profile print, radio, and TV interviews** and coverage.
- **26 journalists attended road show events across the country** (exceeding the goal by 11).
- **Canadian media coverage was about four times** as extensive as coverage in most other Deloitte member-firm countries that launched a similar PR campaign globally.

Other results of note:
- **National media coverage** included BNN, Global TV, CTV National News with Lloyd Robertson, CTV Local News, CTV Webmania, CBC Radio Syndication, the *Globe and Mail*, and the *National Post*.
- **Regional media coverage** was widespread and all Deloitte spokespeople appeared in local media, creating eminence and visibility in regional markets.
- **Industry media coverage** included *IT World Canada*, *Canadian HR Reporter*, *Marketing Magazine*, *Media in Canada*, *Playback*, *Canadian Manufacturing*, *Digital Journal, The Wire Report*, and Techvibes.
- **Media attendance secured for regional events** generated a second round of coverage over the course of two weeks, consisting of 147 stories (70% of the total) and including stories in major media outlets across Canada.

As a result of the widespread eminence created by this media relations campaign, Canadian CXOs, CIOs, CFOs, IT administrators, and media across the country now see Deloitte not only as a pre-eminent thought leader in the TMT industries but also, and more important, as a leading professional services firm to call upon as a trusted advisor.