

When you are the Publicist for an organization that has PR needs but prefers to keep it “low key” - it’s like wrestling an enormous octopus.

One of our clients wants to remain confidential -- and we respect that. They are concerned about the stigma that is attached with their cause. On the other hand, they consider themselves an expert in “social marketing”. They deliver powerful messages and are well respected by industry and local government officials.

But you can’t offer an annual event that brings together 2,000+ people to a high profile venue and provide a top notch recording artist to perform without getting *some* attention.

This was a monstrous multilayered PR campaign. It involved numerous organizations, hundreds of key players and thousands of targeted consumers. And the PR campaign would essentially have to bypass the media and deliver the client’s message directly to the consumer.

Right away I think of the work we did in our forming years in the areas of damage control and crisis management. We would need to develop “a message within the message” – an active newsworthy message for the media and a latent one for the targeted consumer.

It hasn’t been easy to execute such a PR campaign. The media knows many PR strategies and this time we had to circumvent the textbook cases. We needed to feed the media what they wanted while maintaining our objectives.

*“If the media is a big uncontrollable animal at times - we can clearly handle it!”*