



MECHANICA

Communications Strategy



Mechanica is a next-generation branding firm that partners with some of the world's leading organizations and attracts clients with its unique, network-based approach. In an effort to help the market better understand the future of marketing and brand development—and why next-generation branding is critical in today's rapidly changing marketing industry—**Mechanica** partnered with *Fast Company* to launch the **Branding Forward Project**. The research-driven Project consisted of an in-depth report with data and analysis of survey responses from hundreds of marketers and agencies, as well as an ongoing online community where the discussions focused on survey results and the dynamic changes playing out within their fields.

To raise awareness of the Branding Forward Project, Version 2.0 created a two-phased communications strategy that would build buzz in advance of the launch of the Branding Forward Project and then drive downloads of the report and web visitors once the community launched.

Phase one introduced the concept of next-generation branding and positioned Mechanica as a key driver behind the market evolution. This was accomplished with aggressive pursuit of bylined articles in key marketing trade press that would run one month ahead of the Branding Forward Project launch. Phase two was more robust and included a press release announcing the report's availability and teasing the findings; proactive media relations to seed stories about

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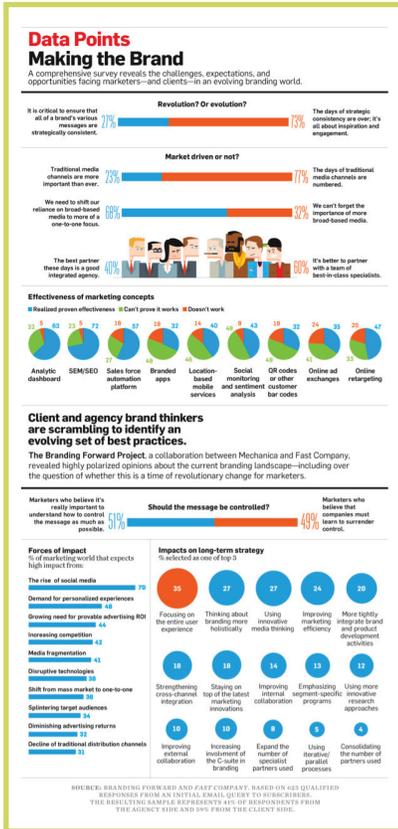
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next-generation branding that drew on data from the Project as proof points; and social media elements that expanded the Project's reach to a larger audience. To ensure maximum exposure, Version 2.0 also employed an exclusive media strategy that provided a top-tier media outlet with early access to the report and the ability to cover it in-depth before findings were shared publicly.

The strategy succeeded: *AdWeek* featured the Branding Forward Project data in a two-page spread of its weekly Data Points section, as well as in an infographic online. The PR program also yielded:

- Bylined articles on next-generation branding in outlets such as CMO.com and MarketingProfs.
- Coverage of the Project and its data in *Branding Magazine*, *Adotas* and myriad ad/marketing agency blogs.
- 400+ Twitter followers and 700+ members of the Branding Forward Project online community, in conjunction with other marketing efforts.