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Cause-Related PR Generates Greatest Coverage

Cause-related press releases far outperform other types of company announcements, according to a study released by eNR Services at the fourth annual Cause Marketing Forum conference.

The results show that the media is very interested in 'good news' stories - specifically about local corporate giving and cause related events.

The study looked at a sampling of 461 separate, local PR projects, for more than 100 diverse companies and brands. Each local release was categorized and monitored to compare the number of releases distributed to local journalists and how many media outlets reported the story. The press release categories included cause-related and community involvement, introduction of new products and services, new business announcements, recognition, awards, event, trend-related features, and features offering tips and advice. Financial disclosure and crisis press releases were not included in the study.

"This study shows that targeting local media is a very effective PR strategy for promoting cause-related efforts," said Chris McTague, director of PR Applications for eNR. "Almost all cause-related events are local, with local volunteers, with local donations, with local companies, helping local communities."

The study determined that only 11 percent, of the 461 projects were cause-related. However, these projects accounted for more than 34 percent of the resulting news stories, generating about 50 million local media impressions.

Almost 90 percent of the resulting articles came from local newspapers and journals with a circulation size of less than 50,000. Papers of this size make up approximately 85 percent of the news media across the country according to eNR.

McTague encouraged non-profits and corporations to make a greater effort to spread their cause-related news to local media thereby improving their results and better target localized constituencies.

Companies in the study that were successful in generating improved media coverage through cause-related PR efforts include Chrysler Group, OfficeMax, Ben & Jerry's, Mercedes-Benz, and Curves.

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