



Monthly

DECEMBER 2019

# Marketing

Morsels

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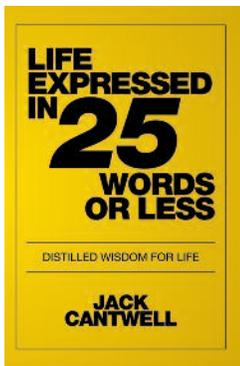
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## Good PR Strategy Goes Beyond the Story

There is a recently released film called *"It's a Beautiful Day in the Neighborhood"*, a true story about a friendship between Mr. Fred Rogers and a skeptical journalist. Tom Hanks plays Mr. Rogers.

PR plays an important role in promoting a film like this. A *"regular"* campaign of news releases and interviews raise awareness of the film and its players. But I was struck by something different in this campaign and a tactic I thought was brilliant.

This is the kind of film that would appeal to older people as well as the family audience. So, AARP Magazine, with its targeted older demographic becomes an editorial target. Instead of providing an article just about the film (Yes, the film is mentioned in the lead paragraph) the campaign team made the AARP article about *"friendship"*. AND...Tom Hanks himself wrote the article, and appears on the cover. Readers are not only made aware of the film, but they connect with Hanks on a relatable topic (thinking about old friends). Their likelihood of seeing the film is greatly enhanced because of this tactic. Perfect timing.

Perfect execution. A brilliant piece in a PR strategy. This discovery has helped expand my own thinking.

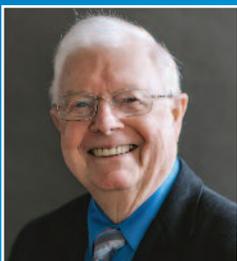
So, here is my holiday thought gift, dear Morsel reader/neighbor –

- **Broaden your thinking when planning your PR strategy. Look within the mindset of your target audience and find a deeper connection for your story.**
- **It may not always be there, but that shouldn't stop you from at least challenging yourself to make your connection more personal.**

As we close the 2109 Morsel library, let me wish every one of you the happiest of Holiday Seasons, and my best wishes for health, happiness, and continued business success in 2020. Where the heck does the time go?

And my SkyLimit Marketing business continues to flourish after more than 20 years. I still love doing what I do.

God is good!



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