

CASE STUDY



# "BBB Consumer Alerts" Campaign

**Client:** Better Business Bureau of Eastern North Carolina

## SUMMARY

Better Business Bureau of Eastern North Carolina, with more than 3,200 members in its 33-county region, needed a way to communicate to members and the general public about fraudulent and unethical business practices.

## ASSIGNMENT

Beginning in June of 2004, a public relations campaign was launched to educate the media, consumers and member companies. Titled "BBB Consumer Alerts," a media relations plan was implemented.

## PROGRAM ELEMENTS

- Media Relations
- Speaker Placement
- Event Planning
- Expert Opinion Articles and Editorial
- Copy Writing
- Public Service Announcements

## RESULTS

- Significant media coverage with an advertising equivalency in excess of \$1.5 million.
- Web site traffic from visitors inquiring about satisfaction reports increased 30 percent.

