



## Special Olympics

Client: Panera Bread, Breadwinners at the Triangle

### ASSIGNMENT

With a long history of community involvement, Breadwinners at the Triangle, local operators of 13 Panera Bread bakery-café's, assigned Articulon with developing awareness of Panera's dedication to the community and paying off the concept of "Panera Warmth."

### TARGET AUDIENCE

Adults, primarily women, age 25-54 with an average income of more than \$75,000. More than half have children and are passionate about community giving.

### PROGRAM ELEMENTS

Activation of Panera's 2007 North Carolina Special Olympics Summer Games sponsorship included signage at all events, advertising in all print materials, logo inclusion in all promotional materials, recognition of sponsorship at the opening ceremonies, Special Olympics World Olympian participation at Panera's media event and hosting of two Torch Run Relay Events.

Program highlights included:

#### Triangle

- Articulon developed and executed a kick-off press conference to call for volunteers and formally announce the Summer Games.
- Articulon secured North Carolina Attorney General Roy Cooper, Wake County Sheriff Don Harrison and Raleigh Councilwoman Joyce Kekas to speak at the May 24 press conference.
- Ken Smith, WRAL-TV personality, served as emcee for the kick-off event.
- Worked with the Carolina Hurricanes to secure a guest appearance by team mascot Stormy.
- Coordinated the hosting of 30 athletes and coaches from Buncombe, Alamance and Person Counties for dinner.
- Sponsored the President's Dinner for all sponsors, officials and families prior to the opening ceremonies for the games. [Continued >>>>](#)



Hurricanes mascot Stormy celebrates with Special Olympians

### Triangle continued

- Boxed lunches for athletes and coaches at the aquatics venue.
- Created bounce-back coupons to drive after-event traffic.
- Conducted media coordination of Orange County "Flame of Hope" Torch Run on May 31.

### Greenville

- Assisted in coordination of Pitt County "Flame of Hope" Torch Run event on May 29. Guest speakers included: William Anderson, Greenville police chief; Mac Manning, Pitt County sheriff; as well as Jerry Wayne, Oldies 107.9 FM radio personality.
- The event was emceed by WNCT-News 9 sports anchor, Brian Bailey.

### RESULTS

The kick-off press conference and "Flame of Hope" Torch Run events generated considerable consumer media coverage (print, broadcast, Internet) including nearly 2.5 million media impressions and more than \$350,000 in public relations value.

### BROADCAST COVERAGE

- WNCT-CBS – Eyewitness News at 5:30 a.m., 6 a.m., 7 a.m., noon and 6 p.m.
- WNCN-NBC – News at 6 p.m.
- WCTI-ABC – News at 5 p.m.
- News 14 Carolina – News 14 at noon and 11 p.m.

### NEWSPAPER COVERAGE

- *The News & Observer*
- *The Chapel Hill News*
- *The Daily Reflector / Greenville*

### RADIO COVERAGE

- WNCT Oldies 107.9 FM

