

# CASE STUDY

## Corporate Public Relations Campaign

**Client:**

### SUMMARY

HumanCentric is a product design and development firm providing design and market research to Fortune 100 companies. The company's in-house marketing staff primarily focused on new client activities, existing client communications and internal communication systems and structures. CEO and founder Barry Beith realized that the company wasn't taking advantage of PR opportunities.

### ASSIGNMENT

In April 2005, HumanCentric engaged Articulon to assist in increasing awareness. Articulon assigned a client services team to the account to develop a greater media presence while maintaining brand awareness.

### PROGRAM ELEMENTS

Articulon identified targeted visibility opportunities. Articulon then initiated conversation with reporters concerning the firm and its accomplishments with local, regional and national trade media.

### RESULTS

As a result of Articulon's efforts, HumanCentric received extensive media coverage including: feature stories on products and projects; positioning as expert for industry brainstorm features, and full features about the firm and its offerings. Placement included: *Tech Journal South*, *WRAL.com*, *Local Techwire*, *Business Leader*, *Dexigner*, *Design 2 Part Magazine*, *Product Design and Development Magazine*, *Automotive Engineering*, *Industry Week* and more.

