



2007 STONE CARE INTERNATIONAL  
Publicity & Media Relations Report

Publicity and Media Relations Campaigns  
Developed & Executed by Sweeney

## Situation

The agency conducted two publicity and media relations campaigns for Stone Care International (SCI) in 2007. The first campaign was designed to support SCI's trade show marketing at the Surfaces Show in February and the Kitchen/Bath Industry Show in May. The second campaign provided holiday stone care tips, as well as promoted SCI's Clean EnCounters with winterberry, which took place throughout November and December.

## Campaign Highlights

The Stone Care International publicity and media relations campaign was effectively launched in February 2007, and achieved significant success.

Total number of trade and consumer media outlets receiving news releases:

**4,500+ Media Contacts**

Total 2007 consumer and business impressions resulting from campaign:

**34,000,000+ Impressions\***

Coverage to date in more than 60 major trade and consumer media outlets, including:

**Good Housekeeping  
Real Simple  
The Wall Street Journal  
Detroit News  
Cincinnati Enquirer  
Stone Business**

Projected 2008 impressions resulting from 2007 efforts and product testing conducted by Chicago Tribune and The Wall Street Journal and more:

**2,500,000+ Impressions**

## Objectives/Strategies

The objectives of both publicity and media relations campaigns were to increase brand awareness; continue establishing SCI as the stone care experts; launch new products; increase sales for key products and promote trial of all SCI products among consumers, retailers and target industries; and increase Web site traffic to stonecare.com and countertopcare.com.

### Trade Show Campaign

SCI used the trade shows as a platform to launch the following products: Grout Ink, Cooktop Wipes, Stone Color Enhancer and Stainless Steel Wipes. The objectives of the campaign included: increase brand awareness; continue establishing SCI as the stone care experts; increase sales for and promote trial for key products among consumers, retailers and target industries. The agency used publicity and media relations to help achieve the objectives by focusing on the following strategies:

1. Requested media RSVP lists
2. Developed and distributed news releases to media RSVP list and SCI's existing media database (print, broadcast and online)
3. Conducted media relations to coordinate interviews with SCI executives
4. Distributed product samples for trial

### Holiday Campaign Strategies

The holiday campaign objectives included: promote Clean EnCounters with winterberry; position SCI as stone care experts; and drive traffic to stonecare.com and countertopcare.com. In order to achieve the objectives, the agency focused on the following publicity and media relations strategies to support the holiday campaign:

1. Updated SCI media database (print, broadcast and online)
2. Developed and distributed holiday stone care tips
3. Developed and distributed Clean EnCounters with winterberry and winterberry odor absorbing news release
4. Conducted telephone and email media follow up
5. Distributed product samples for trial
6. Monitored media coverage

## Results

Following are the results of all 2007 publicity and media relations that have been achieved to date.

- Coordinated interview with Good Housekeeping
- Coordinated radio interview with the Gary Sullivan Show
- Coordinated television interview with the Welcome Home show
- Secured a total of 64 media placements, including:
  - 29 print articles
  - 7 television placements
  - 1 radio placement
  - 27 online articles
- Reached more than 34 million\* people through print and broadcast coverage

The agency anticipates more coverage will appear from the holiday publicity and media relations campaign. Publications including the Wall Street Journal and Chicago Tribune are still testing the product samples, and the Scotsman Press (Syracuse, NY) indicated Clean Encounters will appear in its 2008 holiday gift guide. Additionally, the clipping service operates 1-2 months behind, and coverage is still being monitored for the fourth quarter.

*\* Total media impressions does not include online clips.*