



## 2006 WEBB/MASON Executive Summary Case History

Publicity and Media Relations  
Developed & Executed by  
SWEENEY

## SITUATION

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Founded in 1989, Webb/Mason is one of the fastest-growing print and brand management companies in the country, growing at an annual rate of more than 14.2 percent since 2000. Webb/Mason delivers commercial printing, promotional products and a complete print management system through its unique enterprise-wide management program. The organization is headquartered in Baltimore, MD and has 17 sales offices throughout the United States.

## OBJECTIVES

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Sweeney was tapped by Webb/Mason to develop and implement its first ever national publicity and media relations campaign.

The specific objectives of the campaign were to:

1. Increase awareness among target audiences – media, prospects, customers, employees and future founders and customer sales representatives – about Webb/Mason’s unique position in the industry.
2. Attract prospective management level employees to invest in new Webb/Mason offices.
3. Generate leads and increase sales overall.

## STRATEGIES

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Sweeney used publicity and media relations to stay in front of media contacts and maintain awareness levels of Webb/Mason’s business activities.

- **Conducted media audits** with 35 business and trade publications
- **Educated editors/reporters** based on the audit results
- **Scheduled introductory/informational meetings** between Webb/Mason executives and trade magazine editorial boards
- **Developed and distributed news releases** throughout the year
- **Pitched story ideas** to media contacts throughout the year
- **Promoted interviews** with W/M executives on trend and issue articles

## RESULTS

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The 2006 national publicity and media relations campaign netted the following results for Webb/Mason:

- **25 news and feature articles** in target print business and trade publications

- **77 news and feature articles** on target industry Web sites
- A total of **26.6 million media impressions**

## Highlight Coverage

- BFL&S magazine drafts Webb/Mason executives to serve as expert resources for BFL&S Webcast program.
- Baltimore Business Journal interviews Webb/Mason co-founders, resulting in a feature article detailing Warner Mason and Kip Webb’s goals and successful journey of starting their own business.
- Supply & Demand Chain Executives includes Webb/Mason in its 2006 “Companies to Watch” special section.
- BFL&S interviews Webb/Mason founder, Warner Mason, and executive vice president of sales and marketing, Doug Traxler for its 2006 State of the Industry cover story.

## BEST HITS



### **BFL&S Magazine** [30,000 Impressions]

Webb/Mason co-founders Kip Webb and Warner Mason were featured on the cover of Business, Forms, Labels & Systems (BFL&S) Magazine for its “State of the Industry” March 2006 issue. The BFL&S editor interviewed Kip and Webb and wrote a 2-page article included in this issue.



### **Baltimore Business Journal** [27,500 Impressions]

Webb/Mason was featured in Baltimore Business Journal’s “Smart Strategies” in the May 26 issue. Webb/Mason co-founders Kip Webb and Warner Mason were photographed in Webb/Mason’s Baltimore headquarters warehouse as well as interviewed by a Baltimore Business Journal reporter.