

EDITORS TAKE NOTICE WHEN THE SIMONS GROUP COMES KNOCKING



case study ▶

client: Pregis Corporation

THE CHALLENGE

Pregis Corporation, which provides foodservice packaging and hospital supply products, was vying for national media attention in a crowded market. The company wanted trade magazines to run not only press releases about new Pregis products, but also customer case studies and a feature story about the firm. But getting busy editors to pay attention — let alone commit to full-tilt coverage — was easier said than done.

THE APPROACH

The Simons Group contacted magazine editors individually to introduce Pregis and discuss opportunities and guidelines for editorial submissions. Editors are keenly interested in stories that have a “hook” or unique angle. The Simons Group knew just how to pitch the company to gain optimal publicity.

As a result, at least one publication committed to making Pregis its cover story of the month. Other magazines agreed to run Pregis press releases and publish case studies or other solution-focused features on a national basis, both in print and online. The exposure was just what Pregis was looking for.

THE RESULT

Pregis sought to reaffirm its position as a leading supplier of packaging products and highlight some of its newest systems in a series of professionally crafted press releases. The firm turned to The Simons Group for help in writing and presenting them to editors of national trade magazines. ▶



Generating polished releases is one thing, but getting them noticed by busy editors can be like trying to hail a taxi in the pouring rain. Fortunately, our staff knows how to get attention when it counts.

We worked with Pregis to develop a targeted publication list, and then we contacted each editor personally. Timing is key — it's important to work around publication deadlines when magazine staffs are at their busiest. In addition, editors need to know there is an actual news angle for them. Proving the Pregis story is more about substance than style, we got commitments from the magazines to publish the news releases we developed.

Unfortunately, editors don't always remember those promises, so it's important to keep knocking on their doors. We followed up after our initial calls to make sure the editors had our releases in hand and would run them. Our staff also contacted them via e-mail to keep Pregis top of mind.

Excited by the initial coverage and attention, Pregis wanted The Simons Group to get the magazines to publish a feature story on the company, as well as a series of customer-focused case studies. We discussed ideal approaches to the stories and the publications they wanted to focus on.

When everyone was comfortable with the game plan, our staff quickly went to work. We contacted several editors, discussing the possibilities and angles and what would work best for them, as well as deadlines.

The efforts paid off, as at least one magazine agreed to make Pregis a cover story. Other editors we had talked with before instantly recognized the Pregis name from our previous contacts and expressed interest in publishing solutions-based Pregis articles both in print and online.

The additional exposure for Pregis will help the company attract prospects and retain existing customers on a national level, creating a win-win for all involved. ■

