



DIGITALLY SPEAKING

# INTEGRATING VIDEO TO **BOOST** YOUR MEDIA COVERAGE

**Whether it's a coveted journalist who's changed jobs or two magazines that have merged, every media relations professional has a war story about how securing coverage in today's evolving media landscape is becoming tougher and tougher.**

## The publisher's perspective

Reframing these challenges and analyzing the situation from the perspective of a media publisher might offer you opportunity. One pain point facing media outlets is how to offer visitors a more engaging experience.

For the past 12 years, we've been managing the media relations and video production for a prominent B2B software developer. Each year they attend a conference in Las Vegas so the annual challenge becomes exceeding last year's results.

Of course we cover the bases and consistently secure interviews with the key media outlets attending from across North America. But what about the target media outlets that didn't send a journalist? Simply covering information found in news releases would only highlight the fact that they didn't attend the show, positioning them as the media outlet that "wasn't invited to the party."

So how could we extend our client's reach to the audiences of non-attending media outlets? We needed to find a way to provide these media outlets with a perspective from the show floor in a news format they would crave.

## Video makes the connection

Video is a rich form of content that is in high demand by publishers because it helps engage visitors. For four target media outlets that were not sending a journalist to the tradeshow, we pitched an offer that addressed the needs of all the parties involved.

We presented the editors with an opportunity to have our client's experts answer their top questions via a professionally produced video "live" from the tradeshow floor in Las Vegas. It meant walking a fine line between editorial and advertorial, but we focused on creating educational content produced like a news segment.

Since we were able to shoot, edit and produce the video immediately with our virtual editing suite, we could offer the content to the media outlet during the conference—while it was still newsworthy.

## The outcome of collaboration

Leading up to the tradeshow, we secured approvals and managed stakeholder expectations with respect to the video and the views it was expected to receive. After all, producing video requires resources and we needed assurance our efforts would translate into positive coverage that media outlets would both host and promote. We also secured the questions, prepped the spokespeople and created the intro and outro video bumpers so we were ready to roll.


In Las Vegas, we shot and produced the videos. Within hours, we secured client approvals and sent the final video files to the media outlets. The media outlets then hosted the videos and promoted them via a number of channels, providing our client with exclusive and positive coverage across North America.

In addition to bolstering the 20 traditional media interviews we secured onsite, the videos delivered our clients' story to new audiences as well as proving our ability to provide engaging content to several key industry media outlets. By delivering value throughout the food chain, we hope to keep our client happy for yet another decade.



ABOUT  
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Cyrus Mavalwala, ABC, is an award-winning digital communication strategist, trainer and IABC All-Star Speaker. He founded Advantis Communications, a digital PR and content marketing agency that is a leading **interactive video provider** . Cyrus also teaches social media strategy at the University of Toronto School of Continuing Studies and sits on the IABC Canada East Region Board.