

Destination Imagination Global Finals 2022

Public Relations & Media Report

Executive Summary

Destination Imagination's 2022 Global Finals were the first foray back to the previous in-person format after the COVID-19 Pandemic. By utilizing a public relations strategy based on grass-roots media relations efforts, the release regarding team's success was a highly-effective outreach method to garner results across the US. This report features results only garnered through print and online news posts, not TV, Radio or ancillary broadcast, including social media.

Through this strategy, we were able to accomplish the following key metrics:

1. 788 Record Count (Links) - the total number of mentions across multiple articles, news pieces and newsletters. (Where 'Destination Imagination Global Finals' was mentioned, or the direct release was posted.)

2. 14 Media Outlet Country - The number of countries where the news was published/posted/printed.

3. 2,765,925,962 UVM (Unique Monthly Visitors) - the total number of unique website visitors per month (not counting duplicate visits)

4. 230 Authors - the total number of unique journalists, web writers, newsletter reporters, etc. that picked up the release or shared news to their audience

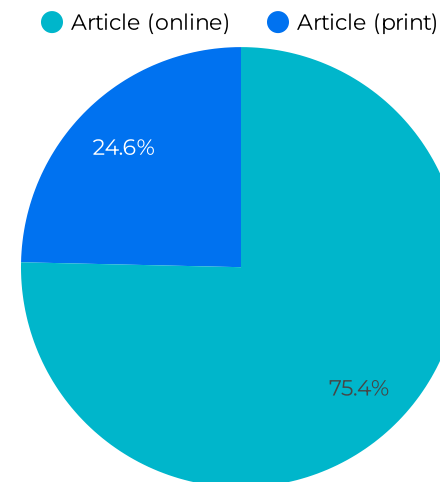
5. 540,621 Journalist Reach - the total number of social followers for the journalists who shared the article to their public social media accounts or the accounts for the publications

6. 16,473,764 Audience - This is the total number of people that were reached through with the articles, adding the number of views on the web, to the open rates for any newsletters and the circulation for print publications.

7. 30,141 Total Engagement - This was the aggregate number for the times a link was clicked in the article, shared, or posted to an outside website (social, blogs, etc.)

8. 56.3 Domain Authority - This is the average domain authority (the credibility of a website ranking 0-100, with 100 being a website that everyone on the web has visited.)

Media Type



Record Count

788

Journalist Reach

540,621

Media Outlet Country

14

Audience

16,473,764

UVM (Insights by SimilarWeb)

2,765,925,962

Total Engagement

30,141

Author

230

Domain Authority (provided by Moz)

56.3



Ad Value Equivalency* – \$267,347.92

*AVE equates to the estimated value of the placements if they were to be purchased as ads. For example, a single page of text about the news would cost the estimated equal to a one page advertisement. This total shows the 'estimated' value of the public relations efforts.

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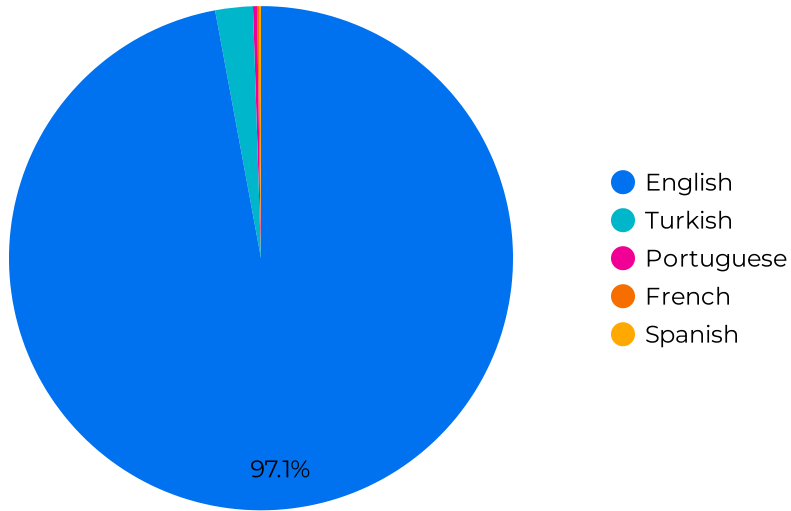
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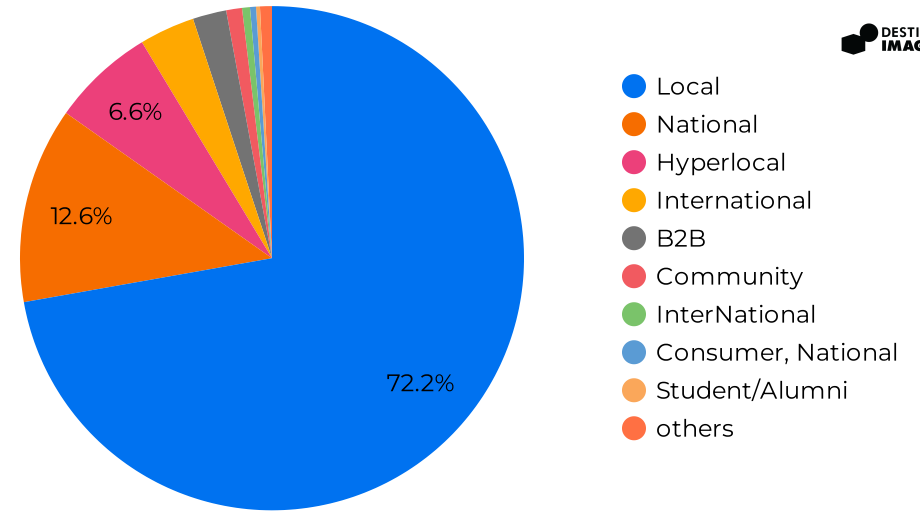
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DESTINATION
IMAGINATION

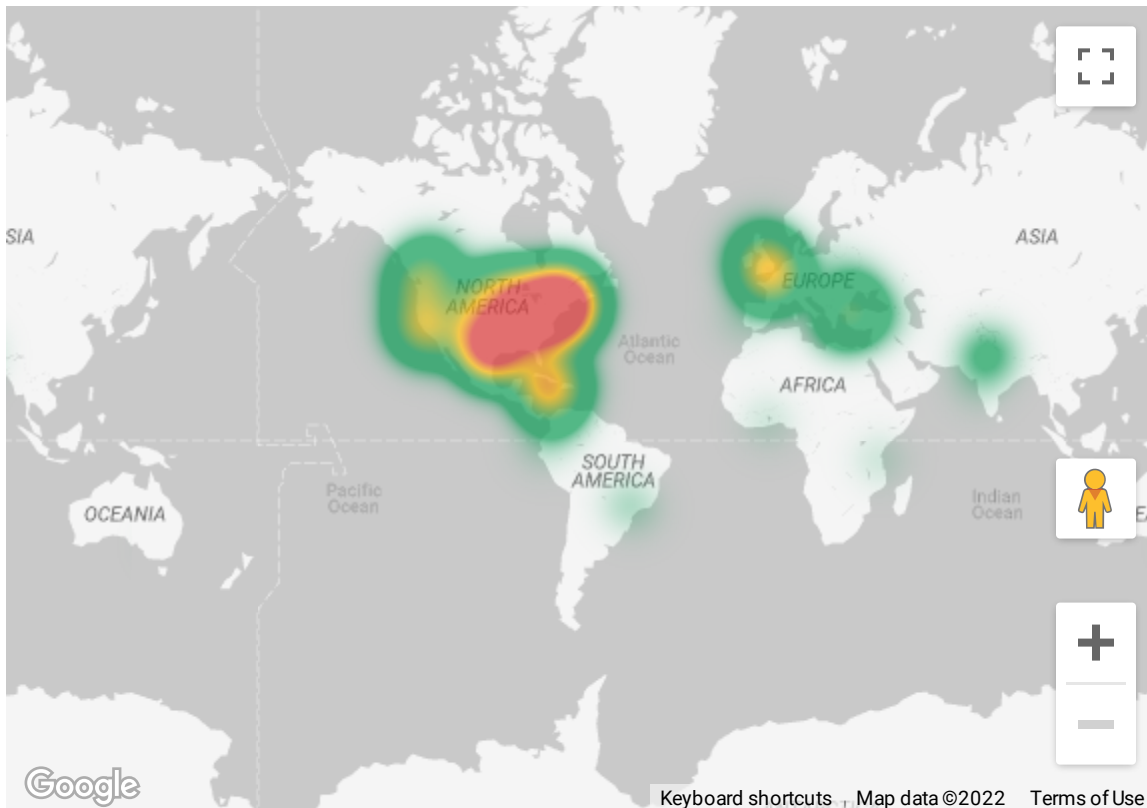
Media Outlet Language Breakdown



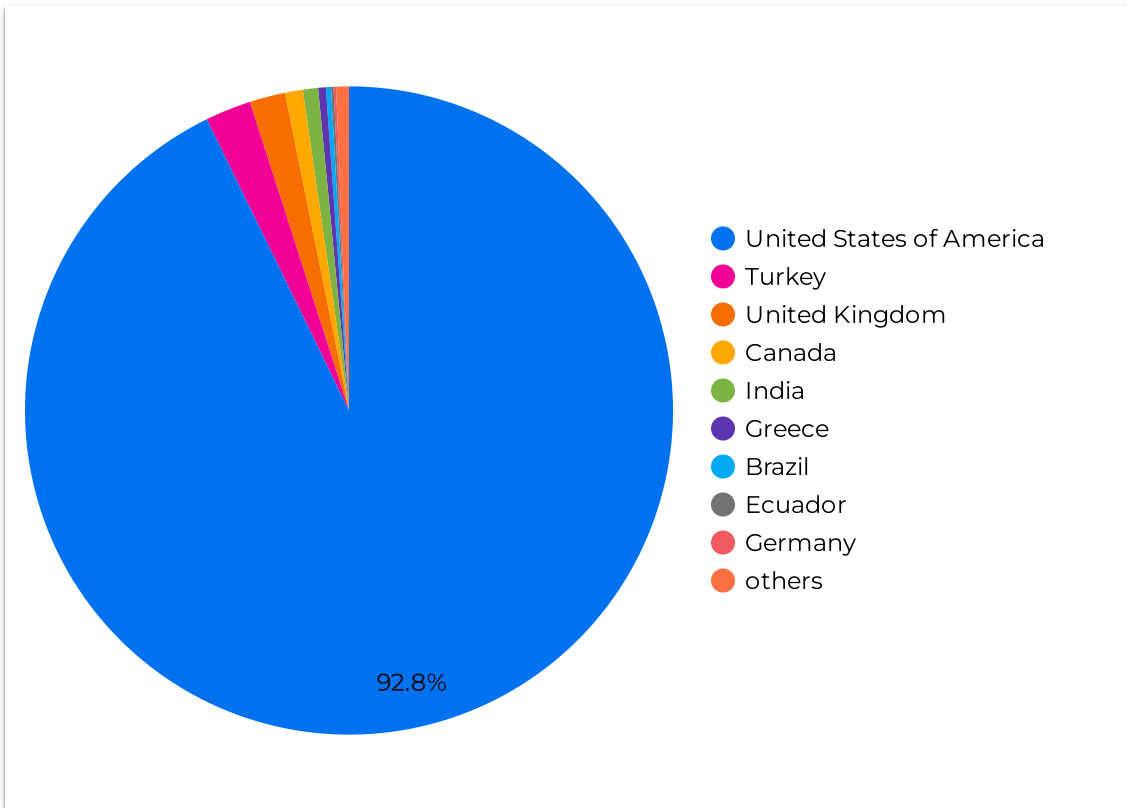
Media Outlet Reach



Media Outlet Location Heat Map



Media Outlet Location



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Below is a list of the articles, click the arrow at the bottom to cycle through the results.

Article ▾	Content T...	Media Outlet...	Langu...	Advertising Value Equiva...	UVM (Insights by Sim...
1. Peabody Schools Destination Imagination; Free COVID Te...	Article (online)	New York	English	\$123,204.25	13319378
2. Amherst Digest: Destination ImagiNation; Chamber Even...	Article (online)	New York	English	\$123,204.25	13319378
3. Amherst Diges: Happy Candy Corn Challenge; Brunch; M...	Article (online)	New York	English	\$123,204.25	13319378
4. "We the People" Believe in a Learner-Centered Future of Edu...	Article (online)	null	English	null	null
5. "It Turns Out My Angry Child Needed a Worthy Challenge."	Article (online)	New York	English	\$17,502.45	1892157
6. 'I don't know how bad things happen to good people': Cotta...	Article (online)	Platteville	English	\$139.17	15045
7. 'I don't know how bad things happen to good people': Cotta...	Article (online)	Madison	English	\$9,180.94	992534
8. 'I don't know how bad things happen to good people': Cotta...	Article (online)	null	English	null	null
9. İZBİLİM Kolejinden büyük başarı	Article (online)	Çankaya/Konak	Turkish	\$210.54	22761
10. ðŸŒ²Sensemaking Through Fiction	Article (online)	New York	English	null	null
11. remembering	Article (print)	Minneapolis	English	null	null
12. ZumarLabs tendrá una segunda edición para beneficiar a niñ...	Article (online)	Guayaquil	Spanish	\$60,211.90	6509395
13. Ziemann: The great grad school debate	Article (online)	Ames	English	\$547.62	59202
14. Youths to promote poetry in N.H.	Article (online)	Concord	English	\$2,066.07	223359
15. Your Neighbor: Meet Linda Wayne - clemmonscourier	Article (online)	null	English	\$20.81	2250
16. Yesteryears — April 1, 2021	Article (print)	Scottsbluff	English	null	null
17. Yesteryears April 1 2021	Article (print)	Scottsbluff	English	null	null
18. Yesterdays 4/14/22	Article (print)	Conway	English	null	null
19. Yesterdays 4/14/22	Article (online)	Conway	English	\$854.62	92391
20. Work makes celebration special	Article (online)	Andover	English	\$126.90	13719