

PUBLIC RELATIONS CAMPAIGN CONCLUSION

Name: Joshua DeMore

Organization: Haas Formula 1 Team

1. Targeted Earned Media (Specific news media outlets and journalists/influencers to target for your campaign. A minimum of five journalists and outlets are required and should include a variety of platforms.)

- David Croft/ Sky Sports F1
- Will Buxton/ Liberty Media
- Johnathan Noble/ Motorsports Network
- Tommo/ YouTube Creator
- Gary Anderson/ The Race Online News/YouTube Channel

Explanation of why these journalists and influencers would be targeted, including why they would have interest in a story and how they can reach and influence the target audience:

David Croft is a veteran that have covered 3 generations of the sport. He can connect with not only the older demographics but the young as well, being an integral part in social media for the sport but the video game series as well. He takes an active roll all through each race weekend, hosting a weekly podcast and live show that sees him partner with his on-screen partner Martin Brundle. They both take over as commentators for the main show on Sundays. Croft has been very vocal about the presence needed in America, generated by Haas. Will Buxton follows in the same steps as his industry colleague from Skysports is a veteran of the sport from a media standpoint. Will Buxton is arguably most famous for his commentating and hosting of Netflix's Drive to Survive. The series alone that has created a 74% fan increase for the sport in America. Much like Croft, Buxton recognizes the need for the presence of Haas in America. Maybe, even more so that his employer also owns the series and is an American Company. Buxton is a reporter during race weekends; however, he is also huge part in the social media team and the video game series itself. While tenured in the sport, he offers longevity. He is a able to connect with fans old and young while creating a sense of exclusivity in Haas for sponsors. Gary Anderson is a familiar voice and face for the website and YouTube based The Race. The Race presently has 880k followers with their blogs reaching another 200k. They have been paramount in reaching the 18-34 demographic. Their weekly round-up podcast hosts eSports drivers for teams, real drivers and personal themselves. Gary Anderson over the last 4 years has had a bit of sympathy for the Haas F1 team. A fan of team principal Gunther Steiner, he often seeks Steiner for interviews during race weekends. They have a pre-existing relationship that would pair well together for Haas specific content. Gary Anderson and his News outlet would be a great source to reach all target audiences combined with their unique platform. Tommo, like The Race, is

another YouTube Creator. He offers the traditional reporting for the sport, but also offers a unique series called "F1 What ifs." Tommo has amassed close to 300k followers and would be ideal for reaching a younger audience. Last, but not least is tenured writer and award-winning Author for the Motorsports Network. Since graduating college in 1999, he has covered Formula 1. He offers a true Haas F1 industry proven journalism that carries respect that will attract fans and sponsors alike. Noble also holds a seat on the FIA Media Council.

2. Email Pitch (A concise email story pitch to a journalist/influencer from the targeted earned media list to persuade the journalist/influencer to cover an aspect of your campaign, implementing the best practices for media relations discussed in the course and covered in chapter 22 of *The New Rules of Marketing & PR*.)

To: __Will Buxton_____

From: ___Joshua DeMore_____

Subject line: _____Let's Make a Change in America_____

Body of email *Include:*

- a personalized intro that demonstrates an understanding of the journalist's interests;
- a persuasive message that demonstrates the newsworthiness of the story and why the journalist's readers/viewers/listeners would be interested in the story;
- a call to action to provide a next step for the journalist.

Cheers Will Buxton,

I email you today with a desire to heal America. I wish I could say that this email was to simply see if you wanted to aid Haas F1 in growing the sport and team in America. I wish I could say that this wasn't an email asking a reporter and journalist that has helped reach millions in the US, now help heal us. This past Monday, us as a nation was once again rocked by a senseless act of gun violence that took the lives of 19 children and 2 teachers.

Us as a team, were moved by your comments on Twitter. You expressed the need to create better gun laws, while even suggesting insight from your own nation of Great Britain. While I don't think you or us as a team could accomplish this alone. What we can do is help heal the state of Texas and the rest of America under this common interest. Haas F1 will be embarking on a four city stop to help promote the sport of Formula 1 and the only American team, Haas F1. We will be visiting children in Georgia, High Schoolers in Las Vegas, and a fourth stop at the California State University at

Northridge. The second stop will take place at the Circuit of the America's, just two days removed from yet another horrific tragedy.

While I acknowledge the pressure this causes for yourself. I urge you to join us even if it is for the Texas date. You have been pivotal in reaching audiences for us and the sport in our country. Through your knowledge of this sport, and your connection with our younger audience through your clever social media and video game appearances. We can offer a moment of happiness and peace.

If you have any further questions, or simply wish to learn more before making a discussion. You may reach me at (313) 555-6655 or joshua.demore@haasf1.com

Thank you, my friend,
Joshua DeMore

3. Timeline: (A comprehensive timeline for the implementation of the various elements of the campaign. This includes strategies in the outline created in Assignment 1, the components created in Assignment 2, and any additional communications strategies and elements for the duration of the campaign. This should include timing of announcements, news releases, blog posts, social media, speaking engagements, events, promotions and any other communications. Tools and tactics for owned, earned and shared media should be included. Paid media should not be included.)

May 21 st	-Instagram posting -Full blog style article for all sites of the Motorsport Network -Updates on Twitter -Haas F1 website announcement	-Initial promotional posting about tour outside of press release -Saturday practice and Qualifying coverage	-Drive interest for and the PR Campaign and the race weekend coverage, specifically targeting the American audience
May 22 nd	-Vlog to YouTube Channel -Updates every Half-hour on twitter -Post race interviews for Twitter, Facebook, Instagram	-Race day debrief from driver and team, with exclusive interviews hosted by Will Buxton	-Show the team throughout the race weekend
May 23 rd	-Updates on twitter -Updates on Facebook -Instagram posting -Announcement and blog on website to include The Motorsports network and Sky Sports F1	Due to the tragedy the Gene Haas Foundation will be assisting all family members personally affected by the shooting -Will Buxton announced as honoree spokesperson	-Drive awareness for the act of violence, condemn and urge our country to change like we need

	-Post tour date interviews for Twitter, Facebook, Instagram	-First stop on the tour in Georgia	-What students in Georgia did, how the tour benefited them -talks about gun challenges and violence
May 24 th	-Vlog to YouTube Channel -Updates every Half-hour on twitter -Post tour date interviews for Twitter, Facebook, Instagram	-Second stop on the tour in Texas -Gene Haas stops to donate to families	-Community driven purpose, give back to the victims of Robb Elementary -Give children normalcy in a week of hell -Highlight Haas Impact
May 25 th	-Updates on twitter -Post tour interviews for Twitter, Facebook, Instagram	-Third stop on the tour in Las Vegas -Scholarship opportunities for graduating seniors	-Highlight impact Haas had at this tour date -Community outreach
May 26 th	-Vlog to YouTube Channel -Updates every Half-hour twitter -Posting to Instagram and Facebook	-Final stop on the tour in California -scholarship opportunities and career chances	-Community outreach -Impact Haas had on this tour date
May 27 th	-Vlog to YouTube Channel -Updates every Half-hour on twitter -Post race interviews for Twitter, Facebook, Instagram -Vlog posting to YouTube -Instagram posting	-Tour recap	-Highlight the entirety of the tour -The impact the target audience had -Community impact by Haas

Summary and explanation of the timing of communications strategies:

Shared media like Twitter, Instagram and Facebook will be a constant thing. It gives our target audience virtually day in and day out content. For fans who also want to join Haas in the PR message to promote gun reform in America, special hashtags will be used, with a post shared used to notate fans who sport. Communication like our vlogs, and the earned media from blog articles will give a great recap to the days proceedings in a well published format. These are geared to have more content than quick posts so these will be posted 4 times over the 7-day period. Having events such as partnering with Will Buxton will help bring a recognizable and knowledgeable face to a growing market. Certain aspect of the campaign such as the event in Texas and donating from the Gene Haas Foundation show to our audience, that it's about giving back as well. It drives the message that this is America's team, on and off the track.

4. Measurement: (Detailed description of measurement methods implemented to determine if the campaign strategies were effective and goals and objectives were met.)

This PR Campaign is looking to create growth for the team predominantly. I believe there are 3 key areas to measure here, Social Reach, Social Engagement and Conversion rate. While in doing this we might attract sponsorship or partners, however our goal is to drive engagement and help reform gun policies in America as well as attract new fans.

Explanation on how these measurement methods will be effective in determining the success of the campaign:

While it will cost money, we are not looking for a monetary return today. We are hoping that in doing this PR tour, we will create a long-term audience that ultimately buys into the team and sport long term. With our campaign to promote change in America, we expect negative feedback. However, we hope to additionally measure the success by the impact to the communities that we make visits to. Social Reach will specifically be used to raise additional funds as we have a special hashtag being used.