

Berkeley Research Group

A media relations company, rebranding, and quality content

Situation

Berkeley Research Group approached Greentarget in late 2016 looking for a media relations plan. Greentarget began work on a message matrixing project and various thought leadership projects. While partnered with another outlet, BRG was disappointed with the quality of content they were receiving from their outside editorial team. They needed a company that could strike a balance between content that was engaging to the reader and safe for the company.

Pleased with not only the work Greentarget did before but the relationships they had built with their team members, BRG put them to the task and asked them to produce content for both their podcast and their magazine in early 2017 for their summer issue.

Strategy

BRG's original outside editorial team posed a huge problem for their company. Aside from being difficult to work with, they were pushing out content that BRG wasn't comfortable with. The content was too aggressive for what BRG wanted and so they watered it down too far in the other direction. Greentarget was able to find a happy medium between the two, combining interesting articles with material that BRG was comfortable putting out.

Greentarget also revamped BRG's image by putting BRG team members in the forefront; making them authors of their articles instead of correspondents. This move allowed the members more agency and involvement in their roles.

Execution

Greentarget began work on the summer issue in February of 2017. Their first goal was to elevate the thought leadership of the authors and managing directors at BRG. Instead of quoting the members, Greentarget ghost-wrote the articles and made BRG team members the authors. This allowed Greentarget to provide sharper and more engaging content by toeing the line between what's interesting to the reader and what the company is comfortable putting out. Greentarget also worked with BRG's digital team to ensure efficiency and quality content. This includes an establishment of regular columns, providing guidance on the design (both where the articles go but also the final look of the product), proofing the final issue, optimizing the search engine and distribution, and using SEO to optimize content.

Results

- Shifted magazine from an online PDF to HTML, allowing for a more accurate numbers in terms of who is reading the magazine and content to be distributed more widely
- Rebranded and improved upon BRG's original outlets for content
- Expedited the process for content creation for both the magazine and the podcast significantly
- Continued relationship between BRG and Greentarget, as Greentarget begins work on content for the fall issue of BRG's magazine

- Anecdotal results
- BRG said that if their old editorial company encountered the same problems that Greentarget did, the summer magazine would not have been put out
- Assessment and analyzing of problems, both internal and external, that arose during the summer issue to avoid and solve more quickly come future issues
- Included a link to the podcast in articles in the magazine, ingratiating and cross-promoting the two media together

Colin Cascio