

## CASE STUDY

### 2011 Technology, Media & Telecommunications Predictions

#### The Project

- Deloitte Canada's annual Technology, Media & Telecommunications (TMT) Predictions report is a series of insights showcasing the emerging global TMT trends expected to significantly impact businesses and consumers in the coming year. The trends are based on research, in-depth interviews with leading global TMT executives and analysts around the world, and the work of 6,000 Deloitte TMT practitioners. They emphasize a diverse selection of views that challenge, inform, and engage industry leaders and executives, and feature Deloitte's outlook, conclusions, and recommended action items for each Prediction.

#### The Challenge

- Create a media relations strategy around the release of the firm's 2011 TMT Predictions and secure national, regional, and trade media coverage for the report, its co-author, and nine spokespeople across Canada. Broad Reach was also expected to secure media attendance at cross-country road show events (except for Calgary and Vancouver).

#### The Solution

- To pique media attention, Broad Reach worked closely with the report's co-author to develop a list of top ten TMT Predictions of particular interest to Canadian businesses and consumers, which were sent to relevant editors and reporters covering a wide range of beats. The Broad Reach team then designed and executed an extensive media relations campaign culminating in a cross-Canada media tour featuring the report's co-author as well as nine regional leaders. Media relations included targeted and tailored media outreach to media in each market as well as national, regional, and trade media across print, radio, TV and online properties. Media materials invited media to learn more about the firm's TMT Predictions, interview spokespeople, and attend road show events.

#### The Results

- This campaign won the PR industry's most prestigious media relations award:** An international IABC Gold Quill Award (the highest level of professional acknowledgement in business communications today).
- An unprecedented volume and quality of coverage was generated:** Over 128.5 million audience impressions (an increase of 40% from 2010) in 210 stories, of which 95% were in top-tier media—exceeding goals and client expectations.
- National media coverage** included BNN, Global TV, CTV National News with Lloyd Robertson, CTV Local News, CTV Webmania, CBC Radio Syndication, the Globe and Mail, and the National Post.
- 100% of stories mentioned Deloitte** in a very positive tone by positioning the company as a TMT thought leader.
- 92% of stories focused exclusively on TMT Predictions** and included key messages (up 14% from 2010).
- Regional media coverage** was widespread and all Deloitte spokespeople appeared in local media coverage, achieving the goal of creating eminence and visibility for all spokespeople in regional markets.
- Industry media coverage** included IT World Canada, Canadian HR Reporter, Marketing Magazine, Media in Canada, Playback, Canadian Manufacturing, Digital Journal, The Wire Report, and Techvibes.
- 26 journalists attended road show events across the country**, generating a second round of coverage over the course of two weeks, consisting of 147 stories.
- Canadian CXOs, CIOs, CFOs, IT administrators, and media across the country now see Deloitte as a pre-eminent thought leader in the TMT industries** as a result of the widespread eminence created by this media relations campaign. They also now see Deloitte as a leading professional services firm they would call upon as a trusted advisor in these and other areas.

#### Further Information

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