



## 2018: A YEAR OF RESULTS FOR OUR CLIENTS & TAKEAWAYS FOR YOU

We understand that if you're going to recommend us or hire us, results must be paramount. As we wrap up a successful 2018, we're sharing a handful of the most effective results of the year and to give a sense of what can be learned from each.

### Detroit Public Television

**RESULT:** After a year of planning and consultation, the successful launch of a new weekly local program, *One Detroit*, designed to blend journalism and commentary, differently than any other program on the air.

**TAKEAWAY:** *With new thinking, trusted brands must take advantage of new ways to connect with audiences.*



### Detroit Regional Chamber

**RESULT:** The highest level of news coverage in the 30+ year history of the organization's signature event, the Mackinac Policy Conference.

**TAKEAWAY:** *Even with drastic staffing cuts, traditional outlets will still cover "big stories," if they are handled in a media-friendly, service-oriented manner.*



### Eckhart

**RESULT:** A successful introduction to the Detroit market for a company that expanded from its mid-Michigan roots by building a technology center in the heart of the auto industry's innovation core.

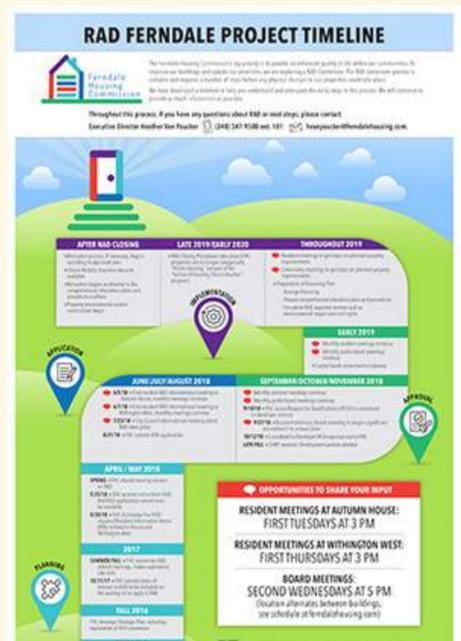
**TAKEAWAY:** *With advance planning and a strong client commitment, PR, advertising and community relations can combine effectively to help a company enter a new market.*



### Ferndale Housing Commission

**RESULT:** In a challenging time of possible change to Ferndale's public housing structure, a communications plan was developed – in weeks, not months – to ease fears and empower residents.

**TAKEAWAY:** *Organizations that take a proactive communications approach to their key stakeholders can lead the conversation to prevent rumor and reinforce credibility.*



### Gleaners Community Food Bank

**RESULT:** With holiday giving an important time of all nonprofits, creating a multiplatform approach – via television, radio, digital media, social media and email communications – helped Gleaners break through to exceed its November fundraising goal and earn new donors to help those they serve have a Happy, Not Hungry, Thanksgiving.

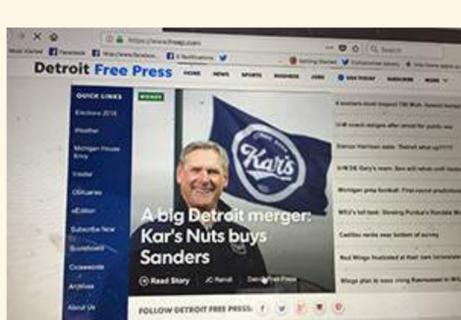
**TAKEAWAY:** *Making a compelling case focused on a clear goal – via a variety of communications tools – for how supporters can be part of the solution to help families and neighbors inspire and motivate action.*



### Kar's and Sanders

**RESULT:** A merger between two beloved local brands, Kar's nuts and trail mixes and Sanders chocolates, received consistently positive coverage via traditional and social media.

**TAKEAWAY:** *Often frightening for audiences, mergers and acquisitions, if communicated honestly and properly, can be received as positive news.*



### Marvel Universe Live! (Feld Entertainment)

**RESULT:** When superheroes from Marvel Universe Live! descended on Detroit, the show not only drew massive crowds but sparked a collaborative event with Love Your Melon – an apparel brand dedicated to raising funds for pediatric cancer research – at the Children's Hospital of Michigan, inspiring strong media coverage.

**TAKEAWAY:** *Strong news coverage can result from a combination of PR with recognizable "household names" and community service.*



### Psychological Assets

**RESULT:** The leader of this professional services firm, Dr. Paula Kliger, requested a PR campaign for a new self-study book, "Power Your Heart...You Power Your Mind," and earned a comprehensive media tour, generating significant print and broadcast coverage.

**TAKEAWAY:** *News "hooks" exist in places that often aren't obvious. In the environment of a country divided, Dr. Kliger provided important insights and tools for finding common ground.*



While we focus first and foremost on our clients our team members were also asked for commentary and perspectives on breaking news of the day - [on the air](#) and [online](#) - throughout the year.

Thank You for your interest in our work. Happy Holidays and all of the best heading into 2019.

— The Tanner Friedman Team

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