

home for the holidays

a free home giveaway

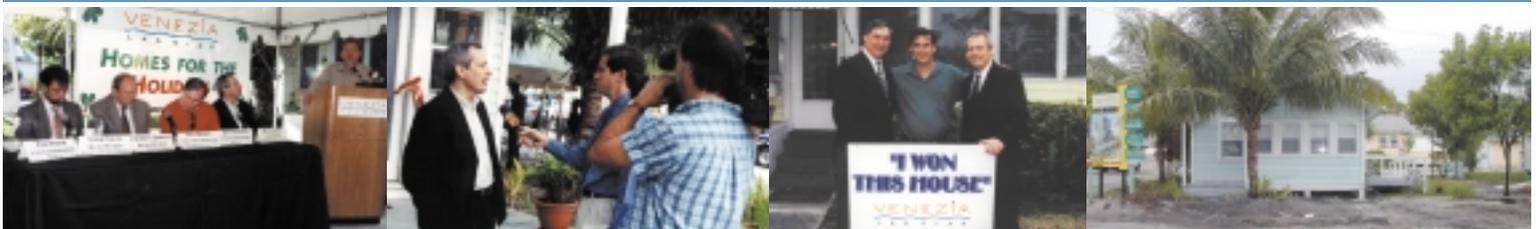


A Public Relations Project for Venezia Las Olas —
Downtown Ft. Lauderdale's First Luxury High-Rise Condominium



A CASE STUDY — VENEZIA LAS OLAS

Why just make news when you can make history?



An International Real Estate Developer is faced with the uncomfortable (and very public) challenge of removing 4 “historically prominent” homes from his site to make way for a luxury high-rise condominium. Learn how Jeff Mustard used the “holidays” for his client to provide a good deed to consumers and helped his client go from the “Grinch That Stole Christmas” to a Santa Claus, winning the hearts of the public and creating a sack full of success for both client and community!

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Introduction

"The Holidays" are a special time of the year and offer interesting public relations opportunities. Not only is it a one-time-per-year occurrence, but emotions run high, sentiments deep and the general consuming public, as well as the media, have a generous and caring attitude and spirit.

Creating an event that ties in with the "holiday" that provides a "warm and fuzzy" feeling and offers something to the public can help your company go from the "Grinch That Stole Christmas" to the "Corporation That Cares for Consumers," spreading good cheer and more importantly, good will for your company.

The Challenge

A prominent International Real Estate Developer received approval for the construction of the first luxury high-rise condominium development in downtown Fort Lauderdale: 16 stories, 50 units, priced from the low 200s to more than \$1 million. Prior to breaking ground, four historically unique homes populated the property.

The Objective

- The four homes, circa 1920s/1930s, were Florida bungalows/cottages that needed to be moved from the property.
- Costly and time-consuming, we sought other parties to undertake this cost and work involved in moving the homes.
- These were not historic homes; however, the age, location, structural and architectural elements of the homes were of historic significance.
- To remove these homes from the property and have them successfully relocated to make way for the new luxury high-rise project.
- Avoid outcries from the public about the destruction of these types of homes.
- Demonstrate that the developer was "sensitive to the community."

Developer Option

- Demolish and remove the homes — As the homes were not of "historic status," the developer had the right to raze and remove the homes from the property.
- Cost to demolish and remove homes is approximately \$25,000.00.
- Find an alternative method of addressing the problem/issue of "home removal."



Public Relations Objective

- Create an event that would convert the potentially negative public relations consequences of destroying these heritage homes for the construction of a high-rise condominium.
- Create a story that shows a developer with a heart, who cares for the homes, people, and his neighboring community.
- Secondary objective includes creating good will by the developer as well as demonstrating excellent corporate citizenry compassion with the "City of Ft. Lauderdale" by including key commissioners as part of the project/press conference.

The Strategy

- Using "Christmas/Holidays" as an event-peg, the homes would be "given away for free for the holidays."
- The "event" would demonstrate that the developer was sensitive to the community and these four homes by searching for a creative way to preserve these prized "Florida Bungalows."

The Campaign

- The concept: "Homes for the Holidays — A Free Home Giveaway."
- The "name/ title" of the event perfectly encapsulated the concept, which was easily understood by the media and had the value of a "consumer payoff."
- A contest, or more particularly, a "lottery" was held in which people interested in the homes submitted an application describing their need and desire for the home.
- The respondents had to demonstrate their financial ability to remove the home(s) from the property as well as own or have access to property or another place to relocate the home.

The Execution

- A press release was distributed to the local media announcing the "Homes for the Holiday — A Free Home Giveaway."
- The release "explained the idea" but was designed as a "tease" to a press conference where the details of the "home giveaway" would be explained.
- Adding credibility to the event, the agency solicited the involvement of two Ft. Lauderdale City Commissioners, a member of the Ft. Lauderdale Preservation Society and a member of the Broward County Historical Commission and a private individual who had previously moved an "historic" house.
- Public response — nearly 200 applications.
- A second release would be written and a press conference held announcing the candidates who would win the homes.



first press release & press conference

The event accomplished all goals and the Developer succeeded in delivering various messages.

- The homes to be given away for free
- Importance of preserving these historically valuable homes
- Promotion of the new development
- A developer with a conscience interested in preserving history and the community
- City Commissioners extolled the virtues of the developer for preserving these homes
- The two preservationists talked specifically about the unique historical architectural features of the homes and why it was important to preserve them.
- The member of the public who had previously moved a home discussed in practical terms the requirements of being able to move a house.

FIRST PRESS RELEASE & PRESS CONFERENCE MEDIA RESULTS

Total Value of TV Exposure for First Press Conference\$23,775

Total Value of Print for First Press Conference.....\$18,500

Total Value of Exposure for First Press Conference\$42,275



Print

Publication	Placement / Description	Value
Miami Herald	Front Page with Photo-story bleeds into page 2	\$15,000
Hi-Riser	Front page with Photo; Half-page story inside with 2nd photo	
	Rendering of proposed condominium project	\$3,500

Television

Station	Story Description	Story Length
Channel 6 / NBC / WTVJ	11:00 AM / Live Remote on site/ Reporter Ari Odzer	:2:40
Channel 6 / NBC / WTVJ	5:30 PM News Anchor/Studio Tease	:25
Channel 6 / NBC / WTVJ	5:30 PM Story Hit Time	:1:55
Channel 7 / WSVN	Field Photographer video and audio capture 6:22 PM / News Story Hit Time w/ Anchor Tease Read	:1:10
Channel 10 / ABC	12:00 PM & Tease / Live remote on site/ Mel Taylor	:1:55
Channel 10 / ABC	5:00 PM Tease—:15; 5:30 PM Story Hit Time	:2:45
	TOTAL TV TIME/FIRST EVENT	:10:50

Computation of estimate of value of "noon hour" spots: 275 seconds of spots at "noon hour" equals 9.16 thirty-second spots.

Value of "noon hour" Spots: TV sources cite this cost at \$750 per :30.

TOTAL "NOON HOUR" SPOT VALUE: \$6,875

Computation of Estimate of Value of "evening hour" spots: 390 seconds of spots at "evening hour" equals 13 spots.

Value of "Evening" Spots: TV sources cite this cost at \$1,300 per :30.

TOTAL "EVENING" SPOT VALUE: \$16,900

second press release & press conference



- Distributed in March, three months from date of first event, announcing that the “home candidates” had been narrowed to about 30 applicants who were the pool from which the winners would be announced at the “second press conference.”
- Second Press Conference included all the prior principle players, plus the “candidate members of the public who were eligible to win the home(s).”
- Staging of second event was designed so that the home candidates could play an active role in the ‘name drawing’ creating good television and photo opportunities.
- The placement of the chairs and a bowl in which the members would fill out their names on slips of paper who placed their names in the bowl was designed for dramatic tension and effective television and leveraging the photo opportunities for all the players at the dais.

SECOND PRESS RELEASE & PRESS CONFERENCE MEDIA RESULTS

Total Value of TV Exposure for Second Press Conference:\$13,350
Total Value of Print for Second Press Conference:\$20,000
Total Value of Exposure for Second Press Conference:\$33,350



Print

Publication	Placement / Description	Value
Sun-Sentinel	Front Page with 3 Photos; one with winner, one of the 4 homes and the rendering of the project; . . . Story bleeds into page 2 with a “map” of the homes/future condo site and additional copy	\$.20,000

Television

Station	Story Description	Story Length
Channel 4 / CBS	6:00 PM Hit Time / News Anchor Package	:25
Channel 6 / NBC / WTVJ	5:00 PM Story Hit Time	:30
Channel 10 / ABC	12:00 PM Hit Time / Live Remote / Mel Taylor	1:50
Channel 10 / ABC	5:00 PM Hit Time	2:05
Channel 39 / WDZL	10:00 PM Hit Time	:30
TOTAL TV TIME / SECOND EVENT		5:20

Computation of estimate of value of “noon hour” spots: 170 seconds of spots at “noon hour” equals 5.6 thirty-second spots.
 Value of “noon hour” spots: TV sources cite this cost at \$750 per :30.
TOTAL “NOON HOUR” SPOT VALUE: \$4,250

Computation of Estimate of Value of “Evening” hour spots: 210 seconds of spots at “evening hour” equals 7 spots.
 Value of “Evening” hour spots”: TV sources cite this cost at \$1,300 per :30.
TOTAL “EVENING” SPOT VALUE: \$9,100

Total Value/Benefits Overview

Total Combined TV Exposure	\$.37,125
Total Combined Print Exposure	\$.38,500
Developer savings not paying to remove the homes	\$.25,000
Total Value/Benefit to Developer	\$.99,250
Cost for Both Public Relations Event	\$.25,000

Production Notes

- Both Press Conferences were staged creating environments that were camera-friendly, providing good photo opportunities and television images.
- A huge banner with the name of the event in holiday colors was hung as a backdrop to the speaker podium.
- Large images of the new condominium development was nearby on an easel, for quick and easy photography.

- Oversized “ribbons/bows” were created and put on the door of one of the homes to create a compelling visual prop.
- The second conference included signs that read: “I Won This House” — which was used as a “photo environment” and a shooting location for interviews by the winner(s) and the media.

MUSTARD: The Secret Ingredient for Award-Winning PR and Production

Five-time Addy Award winning Mustard Man Productions is an advertising and marketing company, specializing in copy writing for print, radio and television, video/film production and live events. Jeff Mustard has created a unique and highly successful niche for his expertise by effectively partnering with agencies and other communication professionals who do not have in-house PR, or video and commercial television production capabilities but who desire BIG exposure and lasting PR results for their clients.