

# Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

VOLUME 43 - MAY 2012

## WORD NERD

**Band\*width\*Hog** *n.* -- Slang for a large file or graphic that seemingly takes forever to download. This can also refer to a person who spends all of his or her time online.

## Latest Bianchi Biz Blog Post

[Social Media for Newbies: How to Use These Sites for Business](#)

To view additional posts, visit the [Bianchi Biz Blog](#)

## Media Relations for MBS

The **Center of Automotive Research** has selected Bianchi PR again this year to provide media relations outreach/support for its 2012 **Management Briefing Seminars** in Traverse City Aug. 6-9. This will be the 47th year for one of the auto industry's most important and strategic events.

## Ask Now



A friend in the market research business told me something I've never forgotten: *In the absence of data, people make things up.*

It's human nature. We tend to fill in the blanks ... sometimes, colored by our misperceptions and biases, with all the wrong info.

**Good data from market research is powerful.** It can guide the right investments, lead to the best product or service developments and direct the best decisions in a world of uncertainty. Beyond that, good data can also provide your company with a terrific platform for communicating, expert positioning, differentiation and thought leadership.

If your company is not already doing market or consumer research, ask yourself: *Why not?* And if your company is doing market research, ask yourself if you're squeezing the full value from the data.

As the old Chinese proverb says: *He who asks is a fool for five minutes. He who does not ask is a fool forever.*

*Jim Bianchi, APR*  
President



## Client Congrats!

Congratulations to **Schaeffler Technologies** and **3M Automotive** for being named 2012 **Automotive News PACE Award** winners. The award recognizes automotive suppliers for superior innovation, technological advancement and business performance.



## International Airshow PR Support

Bianchi PR is excited to provide **Simrit** media relations support surrounding a number of global tradeshows in 2012, including the upcoming **Farnborough International Airshow**. Held in the U.K. from July 9 to 13, past shows have attracted more than 120,000 trade visitors.

## Archives

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## The Hidden PR Goldmine - 7 Reasons to Do Research

Did you know your company might be sitting on a PR goldmine and not even realize it? And that the goldmine is something as straightforward as **research**?

You heard us right. Research - which your company might already do in a variety of ways for a variety of reasons - can be an **impactful part of your communications strategy** that's well worth the time and investment if ... conducted and shared the right way.

If you're not doing research, you should. And if you're already doing it, the **results shouldn't be used only for internal purposes**. Sharing portions of the data publicly can be beneficial in a number of ways. Consider this - when your company conducts a research study, it can:

- Position your company as a **thought leader / expert** that takes strides to dig deeper into industry issues;
- Help your company better understand your customers' end customer (the public), therefore making you a more knowledgeable **supplier of products and services** and a **better business partner**;
- Uncover **new trends and issues** that can help not only you, but also your customers, better position yourselves; and
- Demonstrate what kind of **messaging is working** and what isn't.

And once you've conducted research - whether it's research on a certain industry issue, a survey of public perception on a topic, a partnered study with a relevant association or a university, etc - certain findings can be **publicized in a number of ways to** help your company.

Below are seven ways your company can take research data that is collected and use it for a big PR punch:

**1. Get the Word Out:** Having data to share gives you a reason to send out communication, such as a press release, to **announce your findings**, where you can tie the results back to your company's products and services. This not only helps to position you as an **expert source** in the public eye, but it also helps demonstrate to your customers that you're dedicated to going above and beyond to understand the challenges and perceptions of your industry.

**2. The Big Event:** If the study is large and groundbreaking enough, it may warrant a **press conference or event** to announce the findings to the media and other interested parties, which creates an atmosphere of **excitement and importance**.

**3. Speak On:** Your data can also be used over time for the **basis of speeches** given by executive spokespeople, or used during panel discussions at trade shows and conferences . It might even be the key to **getting your foot in the door** at certain conferences or being a keynote

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speaker at events or awards programs. Conference planners are always looking for speakers with newsworthy content.

**4. Equip the Sales Team:** Relevant, more detailed findings can be utilized by your company sales teams during customer meetings, to illustrate why your services help them to **address the needs of their customers**. Sometimes nothing speaks as strongly as empirical data and facts when trying to make your point - especially data that has been cut to meet their company's interests and customer demographics.

**5. Take It to the Newsroom:** Some of your overall findings can be posted on your company website for visitors and media to check out. You don't want to give everything away, but using a few relevant points to create some **facts, figures, graphs, infographics, videos, etc.** can go a long way in catching someone's eye.

**6. And Take It Social:** Same thing goes for **social media** - facts, figures and announcements related to your study can be used to create blog content, shared on LinkedIn, Twitter and Facebook and discussed in online forums.

**7. Use It in Interviews:** The **media love data and numbers**. Having hard data that you've pulled from a research study to share with reporters during interviews can make you a rock star in their eyes. It builds credibility and helps the reporter augment the story with graphs, charts or infographics that help tell your story visually.

To discuss how research can add punch to your corporate marketing and / or sales programs, [contact us](#).

Looking for more? Check out our past e-newsletters [PR 2.0 Propels Your Company Into Thought Leadership](#) and [The Importance of Being a Go-to Expert](#).

