

Media Relations

Grunau Company

Challenge: To increase awareness of a mechanical and specialty metals contracting company and position it positively in the minds of current and future customers by creating and maintaining media relationships.

Target: Local, regional and national publications, including newspapers and trade magazines.

Solution: Bottom Line worked closely with Grunau Company to identify key target publications and develop media lists for each of the company's divisions: mechanical, Grunau Metals and service maintenance. After the lists were completed, Bottom Line contacted the editors at each of the publications and introduced Grunau as a leader in the industry. Our team later requested media kits and editorial calendars from the selected publications. We also interviewed Grunau employees for appropriate story ideas. When relevant editorial topics arose, we pitched Grunau stories to the publications. In addition, Bottom Line wrote and distributed news releases for new hires, and new and completed projects.

Outcome: Grunau continues to expand its relationship with the media. Bottom Line pitches stories on a monthly basis and several editors have requested interviews with Grunau employees for articles. Numerous news releases have been sent to the media and were featured in publications. Less than a year after initial media contacting, the company has appeared in national trade magazines including *Contractor*, *PM Engineer*, *Snips* and *Construction Today*. Grunau further uses these features by merchandising them to clients and employees.