

ANNE KLEIN COMMUNICATIONS GROUP

History and Heritage One in a Series of Award-Winning Solutions

The Challenge:

Assist Hankin Management Company's (HMC) effort to convert the old Frankford Arsenal into a thriving business, light industrial and office complex by increasing awareness and recognition of the Arsenal Business Center. Celebrate the Arsenal's 175th anniversary.

Results:

- Extensive print and broadcast coverage resulted in 7,200,000 media impressions.
- In his keynote address, then Philadelphia Mayor Wilson Goode proclaimed the Arsenal Business Center a model for the redevelopment of the Philadelphia Naval Ship Yard.
- National, state and local officials provided nearly 30 proclamations and congratulatory letters saluting HMC for its efforts in preserving both history and jobs.
- NBC's "Today Show" weatherman Williard Scott offered a special "Happy Birthday" salute on national television, recognizing the Arsenal Business Center and HMC.
- The Philadelphia chapter of PRSA awarded Anne Klein Communications Group a Peppercorn for Special Events, and AKCG received a Berny Award for Special Events from the PR Professionals of Southern New Jersey.

Background:

Hankin Management Company "rescued" Philadelphia's historic Frankford Arsenal after a controversial government dictate closed the arsenal in 1976. HMC brought the property back to life as the Arsenal Business Center. HMC wanted to make neighbors, potential tenants and the community aware of its painstaking efforts to rehabilitate the complex with historical accuracy; and wanted people to know how many jobs it created to compensate for jobs eliminated by the government's actions.

Extensive research conducted by AKCG confirmed the public would be interested in and support commemoration of the arsenal's 175th anniversary and an employee reunion.

Campaign:

AKCG divided key tasks among team members, including invitation preparation and tracking; VIP participation; development and distribution of story ideas to key media contacts; execution of the reunion celebration and its logistics; soliciting sponsorships; and much, much more! This approach proved invaluable, as many elements of the campaign were implemented simultaneously.

AKCG located 800 "alumni" of the arsenal and coordinated the creation of a database to use the information. The team members created a museum to include arsenal memorabilia and memoirs. The agency recruited Col. Guy Bluford, a NASA astronaut from Philadelphia whose late father worked at the arsenal, as honorary chairperson of the museum.

To learn about how Anne Klein Communications Group can help you become a friend of the community to strengthen your business endeavor, please call and ask for Anne Klein or Chris Lukach.