

# ANNE KLEIN COMMUNICATIONS GROUP

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## **National Recognition** One in a Series of Award-Winning Solutions

### **The Challenge:**

To attract new members to BetterInvesting (formerly known as the National Association of Investors Corporation, NAIC) using publicity in top-notch national publications.

### **Results:**

- USA Today published an exclusive, unprecedented three-page spread spotlighting the Better Investing (BI) 100, a list of the top 100 stocks held by the nation's investment clubs as compiled by the association's magazine, *Better Investing*. Equivalent advertising in black and white would have cost \$189,000.
- The feature included all of BetterInvesting's investment principles; more than 20 mentions of the organization, its address and phone number; and a "How to start an investment club" sidebar.
- The Jersey Shore Advertising and Public Relations Association awarded Anne Klein Communications Group with a Jasper Award in Media Placement.

### **Background:**

AKCG has represented BetterInvesting for over 25 years. Annually, a plan is prepared to reach national audiences and to create interest in starting investment clubs through BetterInvesting, an educational not-for-profit organization. BetterInvesting had over 23,000 clubs with 265,000 members throughout the United States. Each April, BetterInvesting publishes the "Better Investing 100" and alerts the media to the publication.

### **The Campaign:**

A financial reporter from USA Today contacted AKCG for information on investments clubs, just as AKCG was preparing the release on the BI 100. Recognizing the opportunity, AKCG informed the reporter about the imminent release of the current year's list and cleared an advance notice on the release for the reporter. BetterInvesting and AKCG also provided the reporter with an exclusive right to publish the results first, along with her investment club story.

Within 24 hours, AKCG gave the reporter the analysis on the changes in the stocks that the clubs were investing in, arranged for the reporter to speak with BetterInvesting executives for additional information, and provided investment club contacts.

*To learn more about how Anne Klein Communications Group can make your organization front page news, please call and ask for Anne Klein or John Moscatelli.*