



Public Relations

Although one of the largest printing and label converting operations in North America, WS Packaging Group needed to build brand awareness and recognition in its key markets. In addition to creating integrated marketing communication and sales campaigns, the Directions and WS Packaging Group teams implemented a public relations strategy to establish and confirm the positioning of WS Packaging Group as an industry leader.

Strategy

- Develop a range of application stories to showcase innovative labeling and packaging capabilities with leading brands
- Pitch stories to editors with publications serving target markets
- Use news releases to create an ongoing stream of publicity to raise awareness via media outlets that serve WS Packaging Group customers
- Hold one-on-one meetings with key editors at industry trade shows
- Conduct proactive and consistent media relations

Results

- Secured 100% placement of all application stories submitted as exclusives to leading industry publications, including *Packaging Digest*, *Packaging World*, *Brand Packaging* and *Package Design*
- Achieved significant placements in vertical market publications such as *Cosmetic/Personal Care Packaging*, *Beauty Packaging*, *Food Processing*, *Wines & Vines*, *Tube News*, and *Practical Winery & Vineyard Management*
- Garnered ongoing coverage in local and state media outlets such as the *Green Bay Press-Gazette*, *Milwaukee Journal-Sentinel*, *Marketplace Magazine* and *Insight on Business*
- Established and maintained ongoing relationships with primary stakeholders across all key media outlets
- Sales force has reported significant increase in audience awareness during sales meetings
- Industry publications report higher brand recall to advertising among readership



“We serve virtually every vertical market, which is challenging. The integrated approach the Directions account management team brought with creative services, strategy development, and public relations development and management has helped us reposition our brand and significantly increase awareness of the solutions we can bring to our most important strategic markets.”

Mark Moorhead
Director of Marketing
WS Packaging Group

Strategic
Creative
That
Connects

Directions

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Directions is an integrated marketing communications and packaging agency with more than 50 years of experience in connecting clients' brands with their customers. To learn more and explore how Directions can help your business connect, contact Kay Halbrook at khalbrook@directions.com.

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