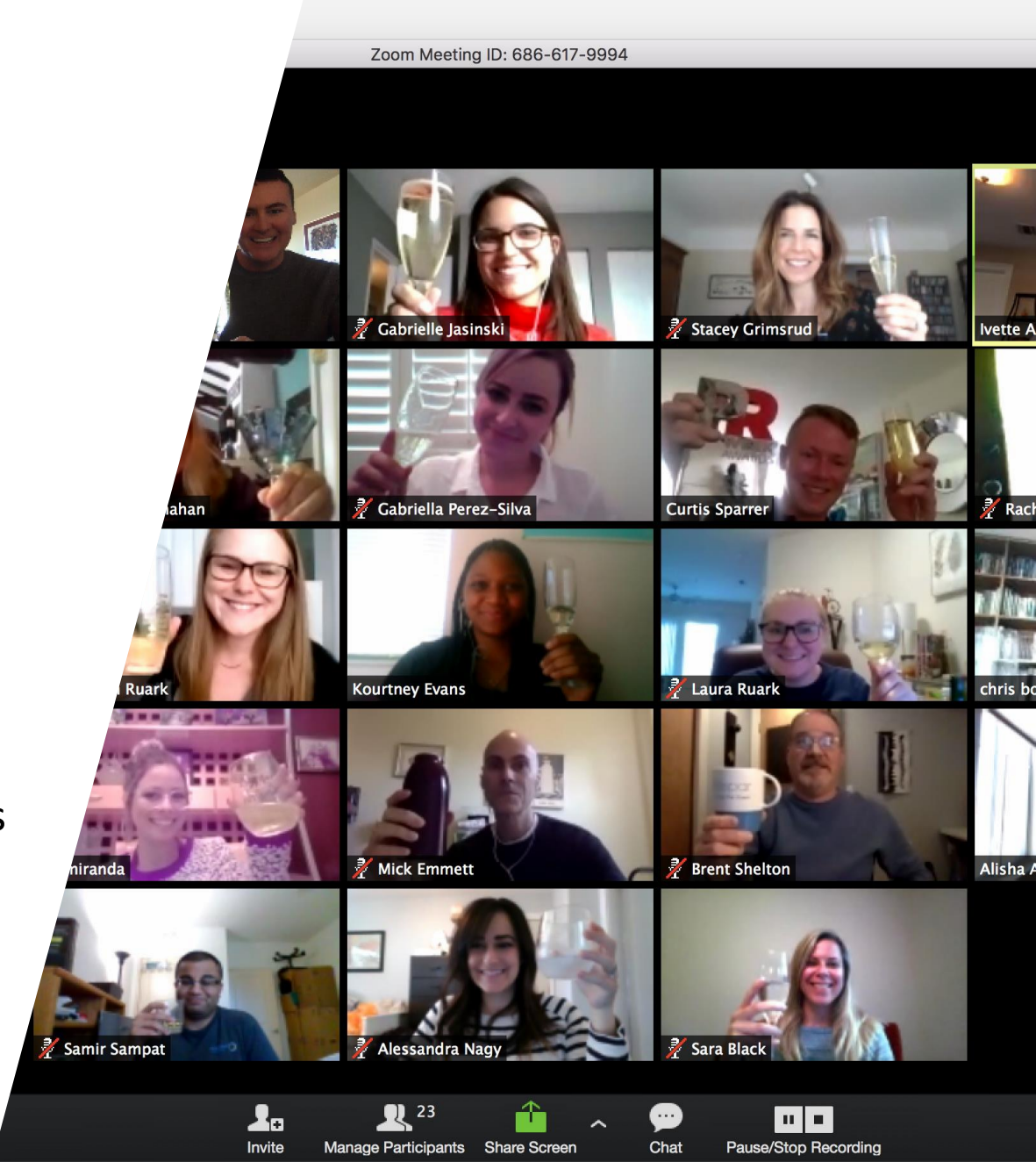


Bospar PR

- Should an agency take a stand:
 - On Fake News?
 - Calling journalists enemies of the people?
 - LGBT equality?
 - The cause of women in technology?
 - Being an honest broker in crisis PR?
 - For the city that it's headquartered in?
- Even if it means losing customers?
- At Bospar we believe the answer to those questions is YES – and we have integrated this cause-oriented approach into how we market our offer and our data-driven approach



Situational Analysis

- We are Bospar, and we do PR
- Led by one of Holmes' Innovator Top 25 Chris Boehlke and one of PRWeek's Top 25 People in Tech PR, Bospar's twenty-eight person tech PR agency is doing for ourselves what we do for our clients: executing a PR program befitting any startup in the San Francisco Silicon Valley area
- That means regularly securing data-driven media placements; a thorough awards and speaking program; a social media team that thinks like an advertising agency
- We want to attract clients who will want to employ the same strategic thinking for themselves, while building our brand, while making the sandbox a little nice to play in



Creating the PR Task Force

- So Bospar got creative, and deployed what we call the “PR Task Force,” a group of Bospar employees, led by Principal Curtis Sparrer, who is tasked with managing Bospar’s own PR efforts
- Each part of what Bospar does for itself, it does for its clients, including:
 - Creating data-driven news stories
 - Creating stories that will attract and activate decision-makers
 - Recruiting important third-party sources for added credibility
 - Finding timely news hooks to ensure media coverage
 - Positioning staff as thought leaders in their field
 - Showcasing an investible idea that differentiates itself from the market



Strategy

- To give you a sense of the method behind our madness, we have created PR campaigns that would attract attention from technology executives in Silicon Valley
- We don't do it the obvious way, by focusing on common pain points associated with tech or venture funding; it's simply too noisy to be heard
- Instead, we took risks and approached this PR challenge by thinking about what most of our target audience members have in common—marketing and PR issues



Bospar's PR Campaign Overview

- Throughout 2018, Bospar has successfully pitched a variety of third-party research around hot—and often controversial—topics, including:
 - LGBT acceptance; outreach done around San Francisco Pride weekend
 - “Enemy of the People” and how Americans felt about the press and Donald Trump
- Additionally, Bospar provided insight on breaking news, such as:
 - Facebook
 - Southwest
- Bospar also crafted bylines written by employees, and citing current and past clients, on PR best practices



Program Research

- But perhaps Bospar's most successful and exciting campaign was done around the identity of San Francisco, and the case for San Fran vs SF vs San Francisco
- While there have been several articles about this, there has never been research done to make the case that San Franciscans hate these nicknames.
- Bospar teamed up with Propeller Insights to change that.
- We surveyed 200 people from the Bay Area as well as over a thousand people from the United States and discovered that Americans overall liked using "Frisco" and "San Fran" but San Franciscans felt the opposite.
 - To many of them, the only acceptable terms are "San Francisco," "The City" and "S.F."



Tactics

- Bospar is not a recognized historical expert, so we needed outside help to make our story credible
- We recruited Charles Fracchia, co-founder of Rolling Stone magazine and president emeritus of the SF Museum & Historical Society to provide quotes and interviews
- According to Fracchia: “It is vitally important to call the city ‘San Francisco’ over ‘San Fran.’ Utilizing the full name of any person or place gives it dignity, and I believe ‘San Francisco’ deserves to be referred to in its full name.”



Execution

- Bospar then tied the story to a moment that would make it further newsworthy: the January 30th anniversary of the city's naming
- Bospar's PR Task Force pitched the story, securing both online and print versions in the Bay Area Reporter and an on-camera TV interview with the local ABC affiliate
- While Bospar Principal Curtis Sparrer frequently trains clients for TV appearances, this would be his very first time as an interview subject
- He worked with Bospar colleague Stacey Grimsrud, a former TV executive, in order to ensure his delivery would be perfect
 - After all, he was not just representing Bospar, but the Bospar PR approach



Collateral Development

- Bospar pulled the SF vs San Fran vs San Francisco survey results into a press release, leveraging quotes from Bospar's Principal, Curtis Sparrer as well as Charles Fracchia
- Bospar then drafted a blog post to be placed on Bospar website with additional insight and commentary



Media Results

- As our friends in journalism say: the story had legs. After our campaign, the San Francisco 49er's new quarterback, Jimmy Garoppolo, made the rookie mistake of calling his new home "San Fran."
- The Sacramento Bee corrected him, citing Bospar's research:
 - **Sacramento Bee:** [Jimmy Garoppolo learns the hard way: some nicknames are off limits](#)
- Following the launch of the campaign, additional stories ran, including:
 - **SF Gate:** [Survey: A third of Americans don't care that SF hates the name 'San Fran'](#)
 - **ABC 7 News:** [Survey: What should you call San Francisco](#)
 - **The Bay Area Reporter:** [In San Francisco, only one city nickname flies](#)
 - **Curbed:** [Is it ever okay to use "San Fran?"](#)



Social Amplification

- After securing each story, Bospar publicized them on Twitter, LinkedIn and Facebook.
- According to the agency's head of social media, Ruben Ramirez (who previously led the social media for TV host Jim Cramer), it is not enough to simply post stories on social channels.
 - Ramirez recommends putting money behind each campaign for a native advertising outreach program, ensuring these placements will be seen by a highly targeted group of people, including CMOs and CEOs.



Bospar Results at a Glance

- Bospar was named Boutique Agency of the Year by PRWeek in 2018
- Throughout 2018, the PR team has secured XX pieces of coverage for a total circulation of XX. Placements include
 - PRNews: [Poorly Written Blog Post Hides Google+ Data Breach](#)
 - Medium: [Curtis Sparrer Shares Leadership Strategies To Improve Your Company's Culture](#)
 - PR Daily: [Why you should scrap your media list](#)
 - Inc.: [Researchers Asked 1,000 Americans Who's Really Enemy of the People. The Results May Make You Shudder](#)
 - MediaPost: [Fake News OK For Some](#)
 - PRWeek: [Oh My! George Takai Talks about Trekkies, Technology, and Trump](#)
 - AdWeek [How Social Responsibility Is Changing Creative in the Age of Digital Transformation](#)

