AKA MEDIA Powers Client Success with Cision Software

Video strategy and production company earns top-tier news coverage for clients using targeted, multi-touchpoint outreach

CHICAGO, March 7, 2017 /PRNewswire/ -- When a client hands your team the major PR task of securing media coverage for its biggest event of the year, there are numerous tactics you can develop to achieve this goal. But what if the event has to compete in an oversaturated market? How will you ensure your client's event doesn't get overlooked and earns the media attention it deserves?

When AKA MEDIA, a video content strategy and production services company, was given the task by its client, the All-American Soap Box Derby, to secure media coverage for its annual summertime sporting event, it knew it would be a challenge given the abundance of sporting events in the summer months. The company, with clients among the top PR firms, national non-profit agencies and Fortune 500 companies, wasted no time and turned to Cision to achieve its goal.

"Sports coverage peaks over the summer," said Vince Rango, Social & Media Relations Strategist, AKA MEDIA INC. "It can be difficult to stand out through that noise, which is why we needed a very targeted approach."

To meet its goal, AKA developed a pitching strategy to maximize its chances for coverage of the event. Using Cision for its PR needs, they deployed multi-touchpoint outreach to national, local and sports features producers.

"I have been using Cision for over 12 years now," said Rango. "I knew it would be my go-to tool for this project to help me find the right contacts at the right stations."

Following the initial outreach, a "Live! with Kelly" show producer contacted AKA. They asked if one of the race winners would come to the show once the Derby took place. AKA's client sent one of the racers to the show, and Kelly raced him in her own personalized racecar. The segment was a success, increasing awareness with new key audiences.

The campaign resulted in high levels of engagement, including:

- 135 national and local television airings -- double the airings from previous year
- More than 90,000 Twitter mentions
- More than 115 million total media impressions

"Our client was thrilled with the results of the campaign," said Rango. "We got to the right producer through the Cision platform."

Having the right tools available makes all the difference in being able to achieve your brand's goals, as demonstrated with AKA MEDIA and the All-American Soap Box Derby. Cision's Influencer Tool identifies the right contacts for sharing your brand's message, amplifying it to its maximum reach potential. **To access the full case study and see how your brand can achieve success with Cision, click here.**

About AKA MEDIA:

AKA MEDIA INC. was established in 1998 to provide creative multimedia counseling and production services for top public relations firms, national non-profit agencies and Fortune 500 companies. In 2009, the company was honored for the first time on Inc. Magazine's annual list of the 5,000 fastest-growing private companies in America. For more information, visit www.akamediainc.com.

About Cision:

Cision is a leading media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communications Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. Cision solutions also include market-leading media technologies such as PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact. Headquartered in Chicago, Cision serves over 100,000 customers in 170 countries and 40 languages worldwide, and maintains offices in North America, Europe, the Middle East, Asia, Latin America and Australia. For more information, visit www.cision.com or follow @Cision on Twitter.

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