



## COMPANY CASE STUDY

# PUBLIC RELATIONS



### Objectives

Mecklenburg County ABC Board aims to **increase awareness** of the organization and their role in the Charlotte community. This includes highlighting business ventures, sharing the stories of grant winners and educating others through various media outlets.



### Challenges

This industry can bring about difficult conversations, so it is important to share the client's work in a **positive, encouraging way**. Many people most likely do not realize what impact this organization has on its community in supporting it.



### BG Solutions

- **Secure media placements** with local outlets to share their story and reach target audiences.
- **Schedule TV interviews** to share stories that directly impact the community.
- **Distribute press release** to share community impact.
- **Connect authentically** with internal and external stakeholders.

## BG'S DIRECT IMPACT



Secured **7 media placements** in 6 different local media outlets



Received over **28,000** estimated coverage views



Increased **brand reach and awareness**



*"Working with the Bogues Team was a new initiative for Mecklenburg County ABC Board. We have never done PR outreach before but we were happy to have BG guide us along the way. They not only met our expectations but exceeded them."*

- JULIA PAUL, MECKLENBURG COUNTY ABC BOARD