

Public Relations

Philadelphia ■ Pittsburgh

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Case Study:

NAI Pittsburgh Commercial Publicity for New Office Launch

The Challenge

The formation of a new commercial real estate office in any market is not usually a call to “stop the presses.” But when four major Pittsburgh-area commercial real estate veterans were ready to form their own company, it was going to be big news in their industry, so they turned to Jack Horner Communications (JHC) to help make the appropriate ‘splash’ in the local print media.

The new entity would combine the experiences and contacts of four partners to create a powerhouse player in the marketplace—NAI Pittsburgh Commercial. They would be part of NAI Global, a worldwide organization with affiliated offices around the world and a sophisticated computer-based support system to quickly identify opportunities for potential buyers/tenants or sellers/landlords of commercial property.

Media coverage for NAI Pittsburgh Commercial in all three primary print publications for regional business news—two daily papers and a weekly business tabloid—was critical to broadly and immediately ‘spread the word’ that there was a new force operating in the highly competitive marketplace. But the real challenge was to convincingly sell the story idea to the media quickly before the news was actually public.

The Solution

Due to its credibility and long-term relationships with these publications, JHC was able to generate significant interest from all three outlets. Additionally, JHC timed the effective release date of the information to place the weekly publication—with its unique deadlines and printing schedules—on even footing with the daily newspapers.

The NAI Pittsburgh Commercial partners conducted separate interviews with all three papers in the JHC offices. Reporters were also supplied with comprehensive partner biographies, an announcement news release and a corporate fact sheet, approved through the NAI Global corporate offices.

In the limited time available prior to the interviews, JHC developed key messages for proper positioning, and provided the partners with coaching, media interviewing tips and message point highlights to deliver to each reporter.

The Results

The trifecta! Prominent, by-lined articles appeared in all three primary print publications in the Pittsburgh market, providing just the exposure NAI Pittsburgh Commercial was looking for.

- The weekly *Pittsburgh Business Times* delivered the news on the announcement date of the new office and provided the initial salvo of the triple-shot media blitz.
- *The Pittsburgh Tribune-Review* reinforced the news the following week with an article authored by one of the market’s long-time commercial real estate reporters.
- And finally, a prominent feature article about NAI Pittsburgh Commercial, with a large color picture of the four partners, appeared ‘above-the-fold’ on the front page of the Business Section of the *Pittsburgh Post-Gazette*, the largest circulation paper in western Pennsylvania.

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In real estate, location is everything. In publicity, timing is often the paramount variable. The day the *Post-Gazette* article appeared, the NAI Pittsburgh Commercial partners were delivering a new business presentation and were able to include a copy of the flattering article as part of their proposal. But, the fortunate timing didn’t stop there. Returning to the office from their new business pitch, there was a message from a former business associate who was in the market for a commercial real estate broker. Opening her morning paper, she knew her search was over!



“Jack Horner Communications has a firm understanding of the Pittsburgh media market and delivered the publicity results we needed to jump-start our new venture.”

Bill Leone
Partner and Managing Director
NAI Pittsburgh Commercial

NAI Pittsburgh Commercial
Commercial Real Estate Services, Worldwide.