



# CASE STUDY: PR



RUMFORD CENTER



## THE CLIENT: Rumford Center

**THE SITUATION:** The developers of Rumford Center hired Creating Results to generate leads and build community support for the re-birth of the historic Rumford Baking Powder mill complex in East Providence, RI as a vibrant mixed-use community. However, as the real estate market shifted, tax credits promised by the state disappeared and the small marketing budget grew smaller.

**THE SOLUTION:** No advertising, no direct mail, no pre-sales center. Instead, a targeted public relations program that built on two main assets: the Rumford Baking Powder brand and the unique nature of the historic rehab project.

The Creating Results team focused on deep and lasting relationships with key reporters in local media and regional business journals. This allowed us to quickly share updates about construction progress, challenges or successes. Rather than traditional big-distribution press releases, we used email and phone pitches, zeroing in on reporters who had a personal passion for historic projects of this kind.

**THE RESULTS:** One brief email led to several newspaper briefs and a half-hour primetime feature focusing on "The Past, Present and Future" of the property. The program showcased development team members and used animation and photography supplied by the development team. It aired on Rhode Island PBS station WSBE, whose viewers (older and more affluent, with an interest in history) were a perfect fit for the project.

The TV program was promoted by area preservation groups and aired four times in three months. For greater impact with little investment, a standing-room only "premiere" of the TV program attracted nearly 100 people and generated additional press.

### MID ATLANTIC

14000 Crown Court, Suite 211  
Woodbridge, VA 22193  
T. 703.494.7888  
F. 703.494.7955

### NEW ENGLAND

PO Box 305  
Barrington, RI 02806  
T. 401.289.2500

Toll Free: 888.205.8899  
[www.CreatingResults.com](http://www.CreatingResults.com)

©Copyright 2013 Creating Results, LLC



everything mature consumers experience  
branding | marketing | digital | pr | displays | advertising