

Credentials

B2B & Enterprise Tech

KITE HILL
PUBLIC RELATIONS

*The Agile Tech and B2B
PR and Communications Agency*

2023

**Who
We
Are**

**An Award-Winning Tech PR and
B2B Communications Agency**

Earned Media is At Our Core

Leading the Way in Agile PR

What We Do



**Media
Relations**



**Social Media
Strategy**



**Thought
Leadership**



**Events &
Awards**



**Media
Training**



Crisis Comms



**Comms
Strategy**



Research

Corporate Background

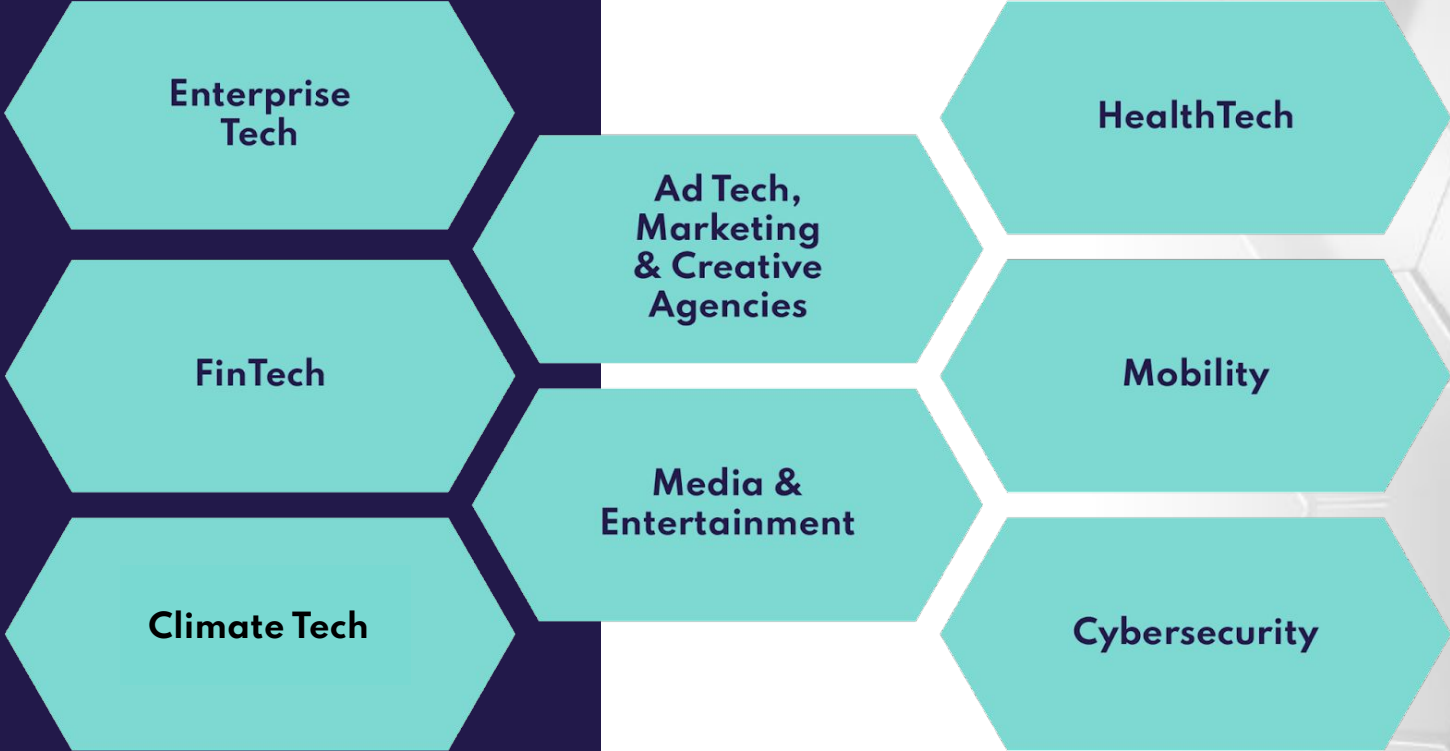
Kite Hill PR has **won numerous awards** for its work. From thought leadership campaigns that have moved the needle over years, to campaigns that have highlighted the **importance of creative storytelling**, clients benefit from the agency's seasoned team and creative chops. The agency has also won awards for its **best-in-class culture**.



Kite Hill PR Clients



Practice Areas



Kite Hill PR's Core Values

1



Agility

The power of moving quickly and easily; nimbleness

2



Candor

The state or quality of being frank, open and sincere in speech or expression

3



Collaboration

The act or practice working with one another

4



Passion

Any powerful or compelling emotion or feeling

5



Balance

Placing value on the whole self

Our Work

A few examples of how we deliver
for clients.

unacast.

Overview

To respond to the COVID-19 crisis, data scientists at location data company Unacast created a dashboard to capture social distancing behavior in the US at the state and county level. The team tapped Kite Hill PR to quickly mobilize a strategic PR plan to raise awareness of the first of its kind tool across a wide number of industries.

Solution

In just 24 hours, Kite Hill PR deployed an agile approach launching Unacast's Social Distancing Scoreboard to gain recognition as a vital public health initiative. Kite Hill PR established a media relations strategy and corporate messaging to pique interest among key targets.

Results

Secured more than **200 stories** in 48 hours in **USA Today, Fox Business, Chicago Tribune, NBC, ABC, NPR, Business Insider, Vox, Cheddar, CNBC, The Economist** and **Wired**

1000+ bonafide **business leads**

100+ broadcast clips

Ongoing relationships with key outlets such as **WSJ** and **Reuters**

unacast.

**The
Washington
Post**

**Smartphone Data Reveal Which
Americans Are Social Distancing
(And Not)**

**BUSINESS
INSIDER**

**One Map Shows How Much Residents
of Each US State Are Really
Social Distancing During the
Coronavirus Outbreak**

**REAL ESTATE
WEEKLY**

**Workers, Residents Treating
Manhattan Like the Plague**



REUTERS®

**The
New York
Times**

The Miami Herald

WSJ

Informing long form content and research



Chicago.

Nearly six months into the pandemic era Chicago is just now showing signs of foot traffic resilience. But recovery is slow and the neighborhoods that have come alive again as of August 2020 are few and far between.

Retailers and restaurants continue

Of the 135 Chicago neighborhoods we studied, only 4 reached a Recovered state by the end of August, regaining 100% of the Total foot traffic experienced a year ago. Just 8 more neighborhoods are within striking distance of recovery, still down 10 or 20% in Total Traffic but trending up.

The remaining 123 neighborhoods we examined are experiencing on-average about half the foot traffic they did in 2019. For many, that may be as good as it gets for some time.

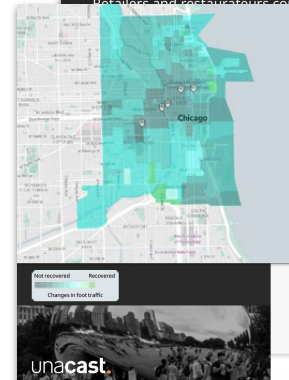
former downtown traffic formerly associated with Workers now displaced by COVID-19, and devise a strategy for stimulating a new era of business and pleasure travel to the city.

traffic is down trend is very

Creating the infrastructure and amenities to safely support this resurgence of human mobility will take time and significant investment by both commercial and residential real estate developers, as well as city planners engineering the future of Chicago's neighborhoods.

INSIGHT

On March 10, all 135 neighborhoods recorded total traffic of 100% or more versus 2019. By March 24, it was zero. As of August 31, only 4 have Recovered.





Overview

In 2020, research technology company Lucid approached Kite Hill to strategize a plan that would take the company from a data footnote to a global data powerhouse, one revolutionizing the market research industry.

Solution

Kite Hill deployed a strategic plan to revamp how Lucid leveraged its owned data. Kite Hill developed a plan to begin executing timely owned data drops that correlated to trending and topical breaking news moments.

The increased, high-profile media visibility cemented Lucid as a contending market research leader in the US, and markets abroad. This, soon after, led to Lucid's \$1B merger with Cint in 2022.

To date, Kite Hill continues to push boundaries for the joint forces, highlighting their expertise in market research & media measurement.

Results

Secured **150+ media mentions** to-date, including top-tier coverage and media feedback in **AARP, Mashable, MarketWatch, The New Consumer, The Wall Street Journal, and USA Today**

Provided **strategic comms support to Lucid through a \$1B merger with Cint**, cementing the company as New Orleans's first tech unicorn

Ideated, drafted and conducted outreach for **35+ co-branded surveys and Cint Snaps**, increasing overall brand awareness in key target markets.

Cint

 **ADVERTISINGWEEK**

More Needs to Change to Democratize Market Research

MarketWatch

From Amazon to Zoom: A Year of Tech in the Pandemic, By the Numbers

Mashable

Half of Gen Zers say that Super Bowl ads will impact their buying decisions

THE WALL STREET JOURNAL.

This Year, Connected TV Will Play a Big Role in the \$20M Upfronts

Gaining Insights Ethically with Cint

FORTUNE

Newsweek

The New York Times

The DrumTM



REUTERS



Overview

Dropp - an early stage startup and micropayments company - came to Kite Hill to support its launch and growth by raising awareness and credibility among key verticals including the media and finance industries.

Solution

Kite Hill developed and deployed a proactive earned media PR strategy to launch the company as a key contender in the financial marketplace. Through proactive, timely earned media relations and thought leadership initiatives, Kite Hill PR underscored Dropp's mission to bring financial inclusion to underserved communities.

Results

Generated more than **60** pieces of coverage in **6 months** including **5 podcast** interview opportunities including the ***Up Next*** and ***Around the Coin*** podcasts

Secured an earned speaking opportunity with **CES** to discuss **Fintechs and the Promise of Inclusivity and Diversity** which led to new business opportunities in key verticals and coverage in top-tier publications like ***TechRepublic*** and ***InformationWeek***

Increased awareness for platform capabilities by announcing key merchant partnerships to the market including **SubscribeStar, Inara.World and Chillfiltr**



InformationWeek

Crypto and NFTs: A New Digital Footprint for Enterprises?



Making it Work: CES 2022 Show-Goers Soak Up New Tech While Navigating COVID-19 Risk

**FINTECH
FUTURES**

Digital Acceleration Shines a Light on New Challenges Facing Small Businesses



imi mobile

Overview

A unit of Cisco's WebEx, **imimobile**, enlisted Kite Hill PR to help grow brand awareness in North America as well as continue media momentum the UK shortly after its acquisition by Cisco. **imimobile** was particularly interested in raising its awareness within an enterprise tech audience composed of IT decision makers. **imimobile** tasked Kite Hill with making the brand synonymous with Communications Platform as a Service (CPaaS) by securing interviews and thought leadership opportunities with its newly expanded executive bench.

Solution

The team deployed a PR program that leveraged internal data to develop a media relations program focused on breaking down a complex topic to top-tier targets in key verticals; banking, healthcare and retail. Kite Hill PR secured podcast interviews and top-tier briefings as well as positioned **imimobile** as a leader in Customer Experience (CX) through award opportunities.

Results

Generated more than **17 pieces** of coverage in **6 months**

Developed, wrote and placed **10 byline** articles and secured **3 podcast interviews** while securing imimobile as a **gold winner** of US CX Awards

Achieved regular coverage in trade publications including, **InformationWeek**, **Intelligent CIO** and **The FinTech Times**




imi mobile

InformationWeek

How the Rise of the Citizen Developer is Reducing IT Logjams And Creating Frictionless Customer Experience (CX)

INTELLIGENT
— C I O —
Providing Unparalleled Technology Intelligence

 Retail Technology Insider

Retailers Must Prioritize the Digital Customer Experience

GLOBAL BANKING &
Finance
review

THE
FINTECH
TIMES

Is Personalisation the Future of Banking? With SRM, MANTL, Rize and More



ANUVU

Overview

Following a global rebrand, Anuvu sought to amplify its voice within the aviation and maritime industries, and better showcase the company's technology innovation and insights within the media.

Solution

Kite Hill worked with Anuvu to establish an effective pipeline of newsworthy moments, highlighting the company's partnerships, variety of content offerings and technology advancements. The team also created a robust thought leadership program, leveraging executives for byline articles, newsjacking and proactive media commentary. Kite Hill also provided earned media support leading up to and during key industry trade shows – enabling executives to form deeper relationships with reporters.

Results

Since the partnership began in November 2021, the team has secured **100+ articles in key industry publications**

Secured briefing opportunities with publications such as **Flight Global**, **Aviation Week** and **Onboard Hospitality**, among others

Secured and coordinated **four on-site briefings** at the aviation industry trade show, Aircraft Interiors Expo 2022

ANUVU

RUNWAYGIRL
NETWORK

**Anuvu gleans benefits from
prioritizing R&D amid the pandemic**

**Economy
Class &
Beyond**

THE DIGITAL ENTERTAINMENT GROUP
DEG[®]

**Inside the Den - Anuvu shares its
expansion plans for 2022**

FlightGlobal

AVIATIONWEEK[↑]
& SPACE TECHNOLOGY

**How Inflight Entertainment's Next
Steps Affect MRO**

riviera)))

CNN travel

**Floating' airplane cabin could
be the future of travel**

MESA

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Our Approach to

Thought Leadership

Thought Leadership

Areas in which we create thought leadership content



Executive Q&As



Blog Posts & Owned Content



Bylines & Contributed Columns



Planning for the Big Moments

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Our Approach to

News Creation

Earned Media Is The Most Valuable Content For B2B Decision-Makers

CONTENT TYPES	WHAT B2B BUYERS VALUE
eBooks	51%
Infographics	55%
Whitepapers	71%
Case Studies/ROI	72%
Expert Q&A	77%
Webinars	80%
New Product Updates	83%
Video Content	87%
Press Coverage/Articles	93%
Technical Specs/Materials	95%
Press Coverage/Reviews	99%

Source: Spiceworks Annual Survey of B2B Decision Makers

News Creation

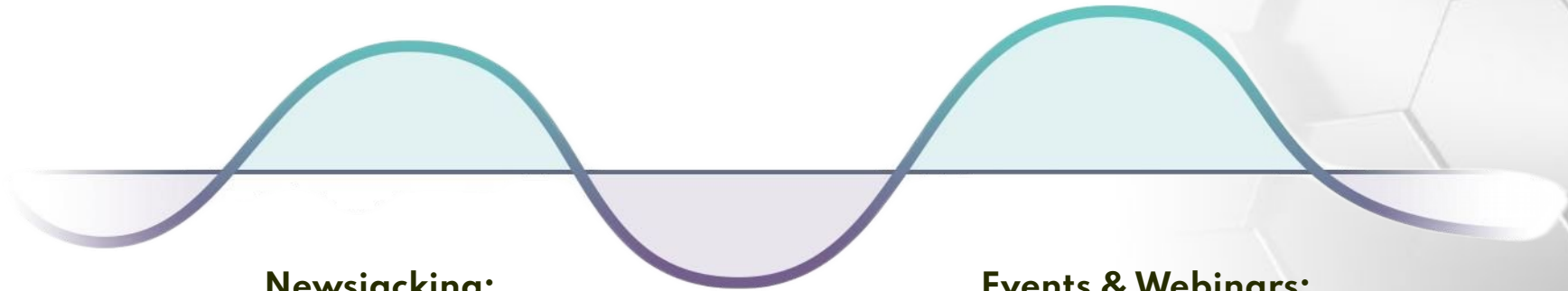
We use a “peaks and valleys” approach to create a steady stream of earned media

Announcement Example:

Series A Announcements;
Portfolio Company News

Announcement Example:

Podcast Updates;
Personnel Announcements



Newsjacking:

Hot Start Up Projections
Davos
Diverse Leadership

Events & Webinars:

CES
Web Summit
NAB

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Our Approach to

Events & Awards

Events & Awards



Speakers Bureau

We would create a speakers bureau approach to 'earn' spots on key stages clients



Awards

We map out and pursue possible award programs can highlight company offerings and culture



Industry Event Management

Kite Hill assists in managing client presence at conferences, webinars, and executive roundtables



Owned Events & Experiences

We can create and manage signature events for clients to solidify their marketplace position, engage with stakeholders and elevate your industry expertise

Our Approach to Social Media

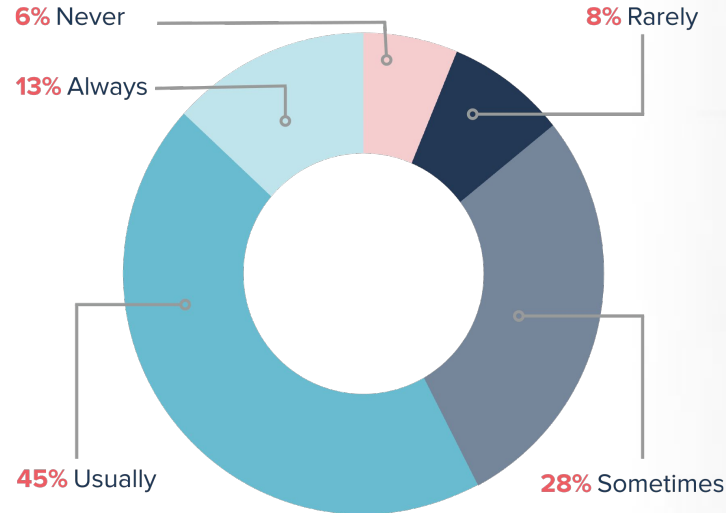
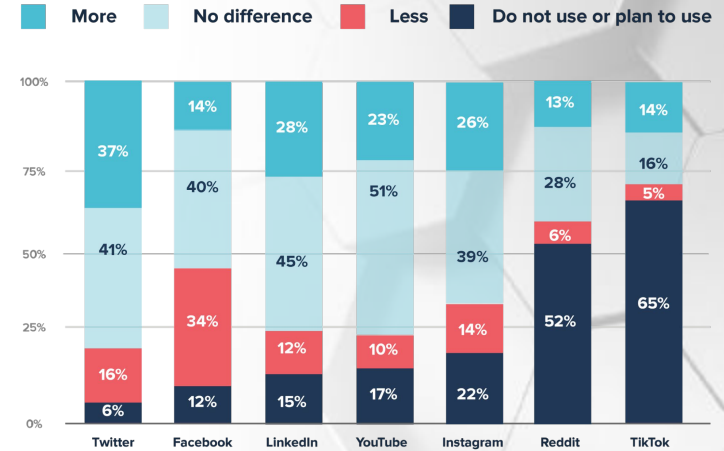
Social Media = The Modern Newsroom

The modern newsroom is
multi-channel.

In fact, 76% of journalists say
Twitter is the most valuable social
network for communications.

Journalists want to use Twitter
more (37%), followed by
LinkedIn (28%), Instagram
(26%), and YouTube (23%).

34% plan to use Facebook
less. 16% plan to use Twitter
less and 14% plan to use
Instagram less.



More than half
of journalists consult a
company's social
media *before*
reporting
on them

Social & “Owned” Newsroom Management

 4k



Collaborative Editorial Platform For Staging Owned and Social Media



Earned Media Amplification: Tight Integration of Paid and Earned



Inform Long Form Content and Blog Posts

Process & Measurement

Measurement and Analytics

Our data-driven approach leverages standard and customized metrics to inform our PR strategy. Leveraging media measurement platforms, **we focus on quality over quantity.**

1

Standard Tracking

- Real-time media monitoring
- Share of Voice (SOV)
- Volume/source of coverage
- Quarterly analysis

2

Customized Tracking

- Google analytics
- Sentiment analysis
- Social media
- Competitor analysis



Thank You!

Drop us a line

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