

The Bee Corp



Creating Media Buzz

The Bee Corp
Virtual Media Event Campaign

10%

*increase of
press release open-rates
after the media event*

10

*news stories were
covered by the four
media partners*

49%

*of the brand's target PR
list covered a story on the
company since the event*

THE CHALLENGE

The Bee Corp, a hive grading technology company serving beekeepers, berry growers and tree nut growers, wanted to share its story with industry professionals who might be interested in the company's services and Verifli, their hive grading system that measures colony size and pollination value by analyzing thermal data contained in an infrared (IR) image. Complicating matters was the onset of COVID-19 and the limitations it placed on in-person industry conferences and tradeshows. The pandemic, social distancing and the cancellation of events added to the challenge — forcing the creation of an alternative way to connect with industry journalists that pushed through the noise.

THE IDEA

We arranged a virtual media event for industry publications catering to almond producers, a key clientele of The Bee Corp. After researching which publications best reached The Bee Corp's target audience and progressive publications that have an interest in technology development in the field, four participated in the event. We drafted talking points for The Bee Corp leadership, covering the company's research and technology products and the benefits they deliver to almond growers during pollination season. The meet-and-greet type virtual presentations took place over three days at the start of pollination season. Each media partner was invited to participate one-on-one with The Bee Corp's leadership team to learn more about the company and the product, Verifli. A short product demonstration in the almond groves was performed, followed by some time for Q&A.

THE PAYOFF

In a nine-month period following the virtual events, the four media outlets published 10 stories from The Bee Corp's recent news releases — more coverage than The Bee Corp had previously received in a single year.

Let us tell your success story.

With a team of ag-centric agency veterans, BLNKPG has a passion for all things rural and sharing the stories that help support both its legacy and growth. Developed with a client-partnership mentality, BLNKPG is dedicated to driving results based on fresh ideas.

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