



Media Pitch and Media Relations Strategy

Media Relations and Crisis Communications



You can generate leads, speed up your pipeline, and satisfy consumers using the online video platform Vidyard for business. Vidyard works with all sizes of businesses and caters according to their needs. Vidyard started as a Capstone project designed by Michael Litt and later, in May 2010, became the 5th

best start-up in Canada.

SITUATION:

- Pitch Media for a grand opening event of Vidyard at the King and Queen Streets in downtown Kitchener
- Highlight the use of a Historical Building and converting it into an Innovative modern workspace.
- Hiring New Talent

STRATEGIC MEDIA RELATIONS PLAN:

STORY:

Story 1 – Vidyard with Elizabeth Metcalfe Innovating as ever – Grand Opening of a new location.

Vidyard, with Elizabeth Metcalfe, a renowned architect, has created the most innovative Workplace with drop-in spaces to set up shop wherever employees like, including quiet areas and spaces for collaboration that modern high-tech workers prefer. There are also conference rooms with video hookups. This creatively designed workspace is open to the public on Feb 25, 2023, from 1 p.m. onwards.

Story 2 – Bringing History and Innovation Together – Vidyard has a new location in downtown Kitchener.

An innovative initiative by Vidyard to use a restored historical building and innovate it into a modern workspace. The building is located at the Heart of Kitchener downtown at King and Queen Streets, above Tim Horton's. The workspace is designed by **Elizabeth Metcalfe**, a renowned architect. Vidyard is inviting the public and local community on Feb 25, 2023, from 1 p.m. onwards to explore their innovative design.

Story 3 – Vidyard entering the Silicon Valley North – Opportunity!

Vidyard, with a new location in downtown Kitchener, is an opportunity for new talents and local businesses; Vidyard is also bringing a modern workspace design to a restored historic building at this location with the help of **Elizabeth Metcalfe**, a renowned architect. It's an opportunity for students and job seekers, as Vidyard always looks for new talent.

Feb 5, 2023

To: Gavin Mortimer, General Sales Manager CTV Kitchener

Sub: Vidyard with Elizabeth Metcalfe Innovating as ever – Grand Opening of a new location.

Vidyard's Grand Opening of a new location at the Heart of Kitchener downtown at 1 Queen St N. The Workplace is designed by Elizabeth Metcalfe, a Renowned modern office architect, and influencer. This workspace is equipped with modern amenities, meeting and collaboration spaces, a play area featuring a modern kitchen, drop-in spaces, quiet areas, and more. This creatively designed workspace is open to the public on Feb 25, 2023, from 1 p.m. onwards.

The opening event will also host a talk featuring Elizabeth Metcalfe, where she will talk about creative designs and features of the workspace.

We are pitching this News to a few media houses; if you're interested, please contact Communication Director Prashant Dua @ 519 - 713 – 0000 or prashantdua@vidyard.com.

We can book a slot if you want a session with Elizabeth Metcalfe.

Feb 5, 2023

To: Steve Whigham, Publisher/Sales – marketing edge

Sub: Bringing History and Innovation Together – Vidyard has a new location in downtown Kitchener.

Vidyard has a new location in downtown Kitchener, an innovative initiative to use a restored historical building and innovate it into a modern workspace with the help of Elizabeth Metcalfe, a renowned architect. The concept of this workspace is totally unique, with top amenities. The building is located at

the Heart of Kitchener downtown at 1 Queen St N, above Tim Hortons. Vidyard invites the public and new talents to join the opening on Feb 25, 2023, at 1 p.m. Onwards.

This is confidential information as we do not want to make it public yet; therefore, you're the first one we are pitching it to. If you're ready to cover this News, please contact Communication Director Prashant Dua @ 519 - 713 – 0000 or prashantdua@vidyard.com.

Feb 5, 2023

To: Jessica Quackenbush, Sales Manager – Dave rocks radio

Sub: Vidyard entering the Silicon Valley North – Opportunity!

Vidyard entering the Silicon Valley North with an opening of its new Workplace at Kitchener downtown at 1 Queen St N, above Tim Hortons. It's a hope of new beginnings for Kitchener's downtown local community as Vidyard is looking for new talents and young college pass outs; also, Vidyard will attract other competitors and businesses in the downtown area. Vidyard is also bringing a modern workspace design to a restored historic building at this location with the help of **Elizabeth Metcalfe**, a renowned architect. The workspace building is open for the public and job seekers on Feb 25, 2023, at 1 p.m. Onwards.

If you're interested in covering this exclusive story, please contact Communication Director Prashant Dua @ 519 - 713 – 0000 or prashantdua@vidyard.com.

If you're interested in interviewing our recruiting director, please let us know; also, there is another angle of the story where you can reserve a slot with **Elizabeth Metcalfe**, where she will be explaining the creative design and amenities of the place.

NEWS VALUE:

Timeliness and Seasonality – The News is directly pitched by Vidyard, and its fresh breaking News as Vidyard is entering the Silicon Valley north, which will bring new opportunities for the local community after the pandemic; this is the first time a high-tech company is coming to downtown.

Proximity – It is very close to the local community, as it will be a turning point for downtown Kitchener as other companies will follow Vidyard in the market, creating more opportunities and uplifting the local community.

Trending – It is trending News as two renowned entities, Vidyard and Elizabeth Metcalfe, come together and create something unique and innovative.

Impact - It is an impactful story as it involves Vidyard opening an innovative workplace at a restored historic building with the help of a famous architect.

Usefulness – As it is helpful for job seekers in the market and the community as it will create new opportunities for them.

Prominence- It is a prominent story as it involves two big entities in the story.

TARGET AUDIENCE:

Geographic	Kitchener Waterloo Cambridge
Demographics	Age – 22 to 45 Gender – Male/Female Occupation – Students, Business owners in Kitchener, Architect, IT professionals, Media, and marketing professionals Employment – Part-time, Full time, Self Employed, Unemployed
Psychographic	Socially active Tech-savvy Digitally Active Interested in innovations

Behavioral	<p>Like to explore new designs and places in the community.</p> <p>Interested in technology and media.</p> <p>Support the local community.</p>
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KEY MESSAGE:

Vidyard has a new location in downtown Kitchener, an innovative initiative to use a restored historical building and innovate it into a modern workspace with the help of renowned architect Elizabeth Metcalfe. Vidyard is inviting the public, new talents, media, and job seekers at its opening on Feb 25, 2023, at 1 p.m. Onwards.

MEDIA:

CTV Kitchener (CKCO – DT)

Gavin Mortimer, General Sales Manager

gavin.mortimer@bellmedia.ca

107.5 Dave Rocks (CJDV-FM)

Radio Stations (Kitchener/Cambridge/Waterloo)

Jessica Quackenbush, Sales Manager

jessica.quackenbush@corusent.com

phone 519-772-1212

Marketing edge Magazine

Business Publications (Advertising & Marketing)

Steve Whigham, Publisher/Sales

steve@marketingedgemagazine.com

phone 519-575-5836

TACTICS:

Tactic	Media	When
What tactic will be used?	What media outlet will be contacted? Be specific and include names and contact info.	When will you reach out and engage the media outlet?
Media Pitch Media Alert	CTV Kitchener (CKCO – DT) Gavin Mortimer, General Sales Manager gavin.mortimer@bellmedia.ca	Media Pitch - 25 days before the launch Media Alert - 7 days before the launch
Media Release Media Alert	107.5 Dave Rocks (CJDV-FM) Radio Stations (Kitchener/Cambridge/Waterloo) Jessica Quackenbush, Sales Manager jessica.quackenbush@corusent.com phone 519-772-1212	Media Release 48 hours prior Media Alert - 7 days prior to the launch
Media Kit Media Alert	Marketing edge Magazine Business Publications (Advertising & Marketing) Steve Whigham, Publisher/Sales steve@marketingedgemagazine.com phone 519-575-5836	Media Alert - 7 days prior to the launch

SMART OBJECTIVE:

The media pitch will target CTV Kitchener (CKCO – DT), 107.5 Dave Rocks (CJDV-FM), and Marketing edge Magazine to attract at least 200 people at the launch on Feb 25, 2023, at 1 p.m. Onwards.

References

Card Online (Retrieved On: Feb 4, 2023)

<https://www-cardonline-ca.conestoga.idm.oclc.org/#smooth-scroll-top>

Toronto Star (Retrieved On: Feb 4, 2023)

<https://www.thestar.com/business/2021/02/01/milkman-model-grocery-service-delivers-brand-name-goods-in-reusable-containers.html>