



# COVID-19 Case Study

April 2020

## EXECUTIVE SUMMARY

In the past month, Ditto has been hired by over 10 companies to navigate communications during the crisis. From fintech and edtech to consumer brands, companies are turning to Ditto to give smart counsel and get big awareness.

And we have delivered.

Nine of Ditto's clients have had over 115 mentions, with over half those hits being with Tier 1 media. In the past month, those clients conducted 74 interviews, with 46 of them with Tier 1 media.

## INTRODUCTION

Ditto is a full-service public relations firm located in Brooklyn and San Francisco that combines strategic thinking with impactful results to elevate our clients' brands and position them as leaders in their industries.

Some people call us "the anti-PR firm" because:

- 1) We are 80% senior level staff, which means clients get forward thinking strategy *and* big impactful results.
- 2) Ditto believes in less clients, more attention. Most employees are on no more than four accounts.
- 3) We deliver big, impactful results to help your business. And we do it month-over-month.

## COVID PR

For many, the rules of PR have changed. To succeed, you need strong media relationships, a deep understanding of the client's industry, smart strategy that's ahead of trends and a scrappy day-over-day approach to the press.

If not, you will never get in front of reporters and you will always be chasing the news cycle.

Additionally, PR firms should be offering more than just media relations because companies have so many different - maybe even new - ways to get in front of customers.

## CLIENTS THAT HAVE HIRED DITTO

### Industries

**Fintech + Financial Services:** From the stock market to your wallet, money has never mattered more. And from investment apps to budgeting apps, more and more people are using technology to help them with their money.

**Education + Education Technologies:** The future of education and work is finally here. This is a Superbowl moment for edtech who is servicing colleges, the unemployed, people looking to upskill, etc.

**Consumer + Consumer Technologies:** There is a record number of people at home and shopping online. From essential goods to products that are important to maintaining a work-life balance while in isolation, brands need to get in front of customers.

**Nonprofit + Philanthropy:** Due to COVID-19, the philanthropic world has been turned on its head and organizations are struggling to raise money for projects. Ditto has a long history of working with nonprofits – targeting both philanthropic reporters and outlets as well as larger, national media.

### **Clients that have hired Ditto since Covid19?**

- Labster - An edtech company that is dedicated to improving science education by developing fully interactive advanced lab simulations.
- Springboard - A rapidly-growing workforce development company focused on digital economy skills like AI & Machine Learning, Data, Design and Software Engineering.
- Earny - A free browser extension that helps people get money back when their orders are delayed (i.e. Amazon delays) and mines the internet to make sure customers pay the lowest possible price at more than 5,000 top retailers.
- Fluent City - A language learning startup empowering students to learn new skills, and by doing so, expand their horizons and foster understanding and communication across cultures and communities.
- TraceSafe - A self-quarantine app and wristband that can periodically monitor your location during quarantine and if you broke your quarantine, it can trace where you went.
- Open Road Alliance - A private philanthropic initiative that provides funding to nonprofits and social enterprises that face roadblocks during implementation projects.
- Lavu - A global restaurant management platform that helps streamline the various elements of the restaurant business, such as POS, online ordering and kiosk ordering.
- Domio - A technology platform focused on the travel sector serving apartment hotel accommodations to group travelers.
- Move This World - K-12 emotional wellness platform.
- McSquares - Premium dry-erase tools that get people organized, inspire team creativity and support organizational collaboration.

## **Client Approach and Challenges**

Overall, the clients who have fared best during COVID-19 have been those who are able to move quickly to comment on news of the day and be nimble. Clients with regular announcements have also done well since the media still wants to cover the news. Those who have not fared as well are those who are unwilling or unable to comment on COVID-19-related news.

There are a handful of practical, smart ways companies can generate media coverage. What's tricky is that every week — sometimes every day — the stories reporters are looking for is changing. So, while listing out a bunch of ideas may be useful, the execution is where you need someone who knows what they are doing.

1. **Real genuine value** — Is your product actually helping people right now? At Ditto, we are seeing a lot of this in the edtech space. Additionally, many fintech companies have been providing customers financial relief and advice for years.
2. **Industry point of view** - Reporters want to know what this means for industries they cover, so it's important to know the client industry well enough to help guide them into what the future looks like.
3. **Company data** — A lot of our clients are telling me that they are seeing a huge uptick in new customers. Companies need to leverage their data, not just to show they are making money but to show people are finding their products useful during these chaotic times.
4. **Tips and Listicles** — Your company alone may not be important enough to get coverage. How can you be a part of a larger story or listicle? “Three things you can do at home to save money.”
5. **Survey** — Whether you survey your own customers or do a quick survey on Survey Monkey, the media still loves hard data and information. But don't make it self-serving. Think about the pain points of your potential customers first.
6. **Customer stories** — Reporters are still looking for human interest stories. Some of them could be directly about your product: “How this teacher has adapted to online education.” Another angle could be more holistic: “How this teacher organizes her day to teach class and stay in touch with peers.”

## **Coverage and Interviews**

Ditto's clients have had over 115 mentions for 9 of our clients. Out of the 115 mentions, 56 of them were with tier 1 media and 41 of them were tier 2 media. Ditto has organized over 74 interviews for 14 of our clients. Out of the 74 interviews, 46 of them were with Tier 1 media.

Below are examples of mainstream Coverage we received during the COVID-19 Pandemic for our current clients:

### **Zovio**

- **Associated Press** [While other colleges struggle, for-profits hope for revival](#)
- **TechCrunch** [Using tech for good during COVID-19](#)
- **Fox Business** [Online education companies surging currently: Zovio Inc. CEO](#)
- **Forbes** [Fraud, Survival, And Innovation: The Era Of Financial Crisis And COVID-19](#)
- **Additional Interviews** Wall Street Journal, Inside Higher Ed, TechCrunch

### **Kenzie**

- **The Wall Street Journal** [Startups Pitch Tech Hubs Far From Silicon Valley](#)
- **Interviews:** Business Insider and TechCrunch

### **Labster**

- **Business Insider** [Higher ed system is turning to video game-esque lab simulators](#)
- **TechCrunch** [Labster's latest partnership and the future of remote learning](#)
- **Forbes** [This Week In XR: Within Scores At The Buzzer](#)

### **Springboard**

- **TechCrunch** [How tech has been good during COVID-19](#)
- **TechRepublic** [COVID-19: What to do if you're considering a job change](#)
- **Interviews:** Fortune, Financial Times, Fast Company, TechRepublic, Yahoo! Finance

### **TraceSafe**

- **Fox News - The Story with Martha MacCallum** - Interview about reopening America
- **Interviews:** Bloomberg

### **Open Road Alliance**

- **Chronicle of Philanthropy:** [What nonprofits need and how they should respond](#)
- **Interviews:** Philanthropy News Digest

### **Op-Eds and Bylines**

- **Argo Group in Digital Insurance** - [How Argo Group planned for COVID-19](#)
- **Binance in Entrepreneur** - [5 Ways to Grow Your Customer Base Organically](#)
- **Celo in CoinDesk** - [Why This Global Crisis Is a Defining Moment for Stablecoins](#)
- **Domio in Inc.com** - [Cleanliness is Key to the Future of Travel](#)
- **Zcoin in NASDAQ** - [Privacy in a Pandemic - Individual Rights versus the Greater Good](#)