



**Kleber & Associates**  
**Maintaining Connections with a Virtual Media Tour**

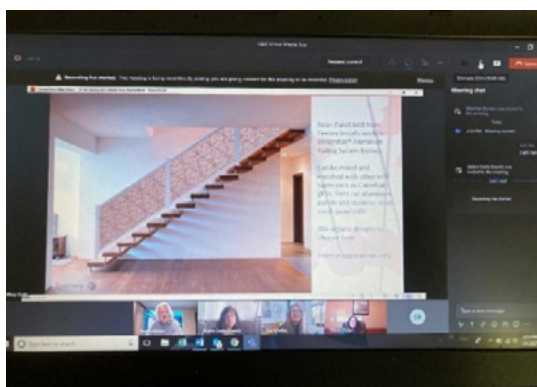


**Situation**

Meeting with editors – whether over coffee, at their office, or at a tradeshow – is vital to building relationships and ensuring our clients are top-of-mind for editorial opportunities. Personal interaction with editors and publishers used to be a regular, and always enjoyable, part of our business. However, the pandemic limited our interactions with editors to email and phone communications. While this “traditional” communication enabled us to maintain relationships, there were limitations. We wanted to get in front of editors in a more meaningful way. Hence, our first virtual media tour was born.

**Challenge**

Tradeshows, editorial roundtables, launch events and travel were all canceled during the pandemic, which limited our PR team’s in-person interaction with the media. Meanwhile, as people were spending more time in their homes, the demand for building products continued to gain traction. Promoting our clients’ products and services along with industry trends became even more important during this time.





## Kleber & Associates

### Maintaining Connections with a Virtual Media Tour

#### Approach

Our outreach targeted trade and consumer home and lifestyle media, including many editors that we don't typically get to see at industry tradeshows, such as IBS/KBIS, AIA, the Remodeling Show, etc.

K&A focused on a number of 2021 home design trends, including:

- The Rise of Biophilic Design
- Quartz vs. Natural Stone
- In-Home Spa Experience
- Bring on the Color

Each trend was discussed in-depth during an interactive Zoom presentation featuring relevant examples and corresponding imagery. We also invited each editor to share with us what they are looking for when it comes to editorial content.

To add a bit of fun, we sent premium margaritas from an Atlanta-based distillery to editors who participated in our virtual event. At the conclusion of each presentation, we held a virtual toast with the editor.

#### Results

Multiple editors from the home and building products trades, along with national and regional consumer publications, participated in the media tour.



Presentation engagement was excellent, resulting in meaningful dialogue between K&A and the editors. Not only did we get to renew our relationships with these editors (and build some new ones), but our efforts also resulted in more than 20 high-value earned media placements for our clients.