

Dow puts stock in Wall Street 'toons

Client: Dow Jones & Company

PR Team: Dow Jones Corporate Communications; Wall Street Journal Marketing Communications; Bruce Cohen Group; Kaye Communications; The World Financial Center Arts & Events Program

Campaign: Promotion of "The Wall Street Journal Portfolio of Business Cartoons"

Time Frame: July to October 1999

Budget: About \$100,000

Since signing on with *The Wall Street Journal* in 1950, cartoon editor Charles Preston esti-

mates he's waded through some 2.5 million offerings; 175 of those that have appeared in the paper have been selected for a new collection. From ponytails to e-mails, the book draws from a 50-year history of poking fun at trends in the workplace.

To promote the November 1 launch, Dow Jones Corporate Communications enlisted the aid of the *Journal's* Marketing Services Group, as well as a handful of outside agencies and independent party planners.

Strategy

Surveys have shown that 80% of the *Journal's* readers read Preston's selections. Couple that with Dow Jones' deep pockets and long arms and you have a winning combination. Vickee Adams, Dow Jones' director of corporate communi-



Good decisions... for 50 years

cations, says that, in addition to selling the book and publicizing Preston's 50 years at the helm, "We wanted to demonstrate that *The Wall Street Journal* does have a sense of humor." The key to accomplishing these

goals involved the careful staging of a number of launch events.

Tactics

A pre-campaign direct mailing was circulated to 50,000 *Journal* subscribers. Encouraged by the positive responses, a PR team was assembled. It began orchestrating a publicity blitz, including advertising and press release distribution via fax and e-mail. At the same time, a cartoon gallery included in the *Journal's* interactive online edition was being well received.

Plans were then set in motion to publicize a launch party at the World Financial Center's North Bridge in New York, held from November 1 through 19 and promoted by The Bruce Cohen Group. A later promotional party and showing was also

planned for the International Museum of Cartoon Art in Boca Raton, FL, assisted by Kaye Communications.

The New York promotion did hit one snag: the invitation listed the wrong contact number; Dow Jones staffers had to scramble to re-send the invites to the entire list.

Results

"The PR campaign was a very important factor in the success of the book," says editor Preston. The initial run of 5,000 books sold out quickly. To date, the book has sold 10,000 copies through booksellers and an additional 4,000 through an 800 number, says Adams. Tens of thousands of visitors passed through the New York exhibit each day – a number Adams expects the longer showing in

Florida, from November through February, to exceed.

"One of the side effects was it introduced the *Journal* to a whole group of people who are unaware that the publication is more than business and financial coverage," says Melanie Kirkpatrick, assistant editor of the *Journal's* editorial page.

Future

"This book has grown legs of its own," says Adams. In addition to the several thousand copies in circulation, she says booksellers have placed orders for at least 7,500 more copies for corporate gift catalogs and specialty holidays such as Fathers' Day. Once the exhibit wraps up in Boca, Kirkpatrick says it will go on tour to business schools around the country.

Craig McGuire