



CASE STUDY

Sodexo Uses ARC from PR Newswire in Its Successful “Quality of Life” Positioning Initiative

CHALLENGE: Sodexo Repositions Itself and Needs to Manage and Share Thought-Leadership Content for a Multi-Channel Effort

Sodexo, a leading quality of daily life solutions company in the U.S., Canada, and Mexico, publishes volumes of thought leadership content for its target markets each year. Recently, Sodexo has repositioned itself in the marketplace, and thought leadership plays a central role in a communications strategy strongly supported by content marketing. Typically, the company’s reports and other content are distributed via standard press releases and on social channels. But to achieve its objectives for the “Quality of Life” initiative, the company needed an appropriate outlet to support the volume of content being produced across a variety of formats. Specifically, Sodexo needed a solution that could house multiple pieces of thought leadership content, manage distribution of multimedia assets and broad distribution beyond a simple press release and, ultimately, serve as a mobile sales support platform.

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Kevin Rettle
Director of Marketing, Sodexo

SOLUTION: Sodexo Selects PR Newswire’s ARC to Share Mobile App & Workplace Trends Report

Sodexo has been using a variety of PR Newswire and MultiVu services for more than five years -- from news distribution to media placement --to augment the company’s PR efforts and search engine marketing programs. In late 2012 the company selected the ARC, a branded campaign microsite from PR Newswire, to address the challenge of distributing and displaying its “Workplace Trends Report” and associated content.

For Sodexo, the ARC provided an in-bound microsite, designed specifically for its target audience. With content distribution built into the platform, the ARC also provided strong outbound traffic to Sodexo web properties.

“The ARC functioned much differently in this respect than our corporate web site,” noted Stacey Bowman-Hade, director of public relations for Sodexo. “I think the ARC is a great tool for combining your marketing and public relations efforts. If you have similar goals in marketing and public relations for pushing out different pieces of content, the ARC is a very good tool for the collaboration of those departments in achieving the same goals.”

In addition, the company found a unique application of the ARC’s mobile capabilities, to provide mobile support for the sales team.

“We armed our sales people with the link to the ARC, using it as a ‘mobile app’ to share our thought leadership while they were out on calls,” Bowman-Hade told us.



Features of the ARC include: custom graphics and branding; an interactive player to house multimedia content; supporting information, documents and contact details; social platform channels; the ability to dynamically update content within the ARC branded microsite.



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RESULTS: Sodexo Achieves Increased Awareness, Engagement & Leads with a Targeted ARC Microsite

The Sodexo team identified a number of results from selecting the ARC to power their thought leadership and content marketing efforts for the most recent “Workplace Trends Report,” including:

- Increased awareness of Sodexo’s “Quality of Life” and “Quality of Life Per Square Foot” positioning.
- Increased engagement in conversation around Sodexo’s new positioning. Sales leads and meetings: the ARC generated multiple new leads and meetings each week during the campaign.
- Better brand awareness: having all content in the same branded and multifaceted digital site helped all efforts resonate more deeply with clients and prospects.
- The professional look and total package created interest from Sodexo in other countries, literally extending the message reach.

“The success of the ARC can be summed up both in the overall outcomes that we see in the market as well as the transactions. To date, we’ve seen 56 million impressions that the ARC has given us just in content, and that is across many media outlets,” said Kevin Rettle, director of marketing at Sodexo. “I think more importantly, when you look at traditional strategies, the quality of the content that we’ve delivered is much higher; for us, it is so much more about the ability to stay top of mind with a client with research and true thought leadership rather than just flat and static advertising.”

About PR Newswire

PR Newswire (www.prnewswire.com) is the premier global provider of multimedia platforms and solutions that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. Having pioneered the commercial news distribution industry 59 years ago, PR Newswire today provides end-to-end solutions to produce, optimize and target content – from rich media to online video to multimedia – and then distribute content and measure results across traditional, digital, social, search and mobile channels. Combining the world’s largest multi-channel, multi-cultural content distribution and optimization network with comprehensive workflow tools and platforms, PR Newswire enables the world’s enterprises to engage opportunity everywhere it exists. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and the Asia-Pacific region, and is a UBM plc company.