

## Case Study

### Public Relations & Marketing • Land and Real Estate Development

#### Background

A large East Coast land development and real estate company often encountered community and political opposition to their projects, causing costly delays, expensive project modifications and, in some cases, threatening entire projects.

The client asked Altyris to provide a public relations plan and assistance to help them educate households and businesses located near their development, projects and minimize or eliminate potential community and political opposition.

#### Analysis and Teamwork

Our public relations team established a multifaceted PR program for each location, incorporating contacts with local media, press releases, articles in newspapers, meetings with political leaders and distribution of printed information to communities near proposed development sites. We also identified potential gatekeepers in each community, and arranged meetings with these individuals to explain the potential benefits of the project. These individuals were encouraged to share this information with others in their community.

To resolve already existing conflicts, our public relations team met with key media representatives in those locations to explain the benefits of the proposed projects and engage their help in sharing that information with the community. Materials and presentations were developed to assist our client in legal and political cases; Altyris representatives attended hearings to provide input and support during proceedings.

#### Results

The client's aggressive public relations program generated favorable community opinion for their active projects, helping the company obtain zoning changes and move forward with all existing development projects. The client's preemptive public relations activities for new projects resulted in an estimated 80% drop in community opposition, and reduced by 70% the time-to-resolution for problems when they occurred.