

# Memorandum

**To:** TCM Practice Leaders

**From:** Patty Block, Marketing Consultant, and Ogilvy Public Relations

**Re:** TCM Public Relations/Press 12-month Summary

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In this document we've highlighted the communications work that Patty Block, Marketing Consultant and Ogilvy Public Relations has accomplished since April 2001 on behalf of Spencer Stuart's Technology, Communications & Media (TCM) practice. We look forward to continuing our relationship and to building upon the successful foundation we've laid in the past 12 months to achieve even greater results.

## Summary

Focus of the last 12 months was to raise awareness of, and build credibility for, Spencer Stuart's leadership in the technology sector. This was accomplished through building relationships with business and technology media and highlighting the firm's thought leadership and intellectual capital.

### **Numbers help illustrate the ROI:**

- Total number of media impressions for articles highlighting or referencing Spencer Stuart = 6,498,146
- Advertising equivalency rate of these media impressions = \$385,698
- The bottom line: Spencer Stuart's TCM Practice invested \$137,000 in PR over the last 12 months, one third of the cost of investing in traditional advertising, thus **receiving close to 300% ROI !** (actual ROI factor = 2.81)

Furthermore, Spencer Stuart's TCM practice received more than twice the media exposure that Heidrick & Struggles or Korn Ferry's technology practices received over the same period (see "Competitive Landscape" on page 4).

## **The Last 12 months: Overview and Accomplishments**

The current media environment has proven to be an **opportunity for Spencer Stuart to highlight its deep industry knowledge and intellectual capital**. Reporters, once susceptible to hype are now much more careful about reporting on trends and are looking for credible sources and industry experts to buttress their stories.

**Spencer Stuart has begun to build relationships with top media at top tech and business outlets.** Over the past 12 months, **Patty Block and Ogilvy have set up and facilitated 10**

**interviews for Spencer Stuart consultants** with publications including *The Wall Street Journal*, *Business 2.0*, *BusinessWeek*, *Fast Company*, *CBS Marketwatch* and *Chief Executive Magazine*.

**Interviews:**

We have set up several interviews for Spencer Stuart consultants over the past 12 months.

- *East Bay Business Times*, Phil Johnston
- *CBS Marketwatch.com*, Dave Beuerlein
- *TheStreet.com*, Dave Beuerlein
- *Fast Company*, Dave Beuerlein
- *Wall Street Journal*, Scott Gordon, Phil Johnston and Jim Citrin
- *San Jose Business Journal*, Jonathan Visbal and Nayla Rizk
- *Chief Executive Magazine*, Scott Gordon
- *Chief Executive Magazine*, Scott Gordon
- *Wall Street Journal*, Jim Citrin
- *Wall Street Journal/Career Jungle*, Scott Gordon

**Resulting Quotes:**

Publication	Date	Article	Circulation	Ad Equivalent
Chief Executive	3/01/02	Diagnosis: Founderitis	42,000	17,395
Chief Executive	3/01/02	The Leadership Handoff	42,000	17,395
<i>Wall Street Journal</i>	2/25/02	Demand for Tech Talent Shows Signs of Improvement	1,943,601	83,720
Chief Executive	2/02/02	Dotshots: Where Are They Now?	42,000	17,395
BusinessWeek	8/16/01	Glimmers of Hope on the Hiring Front	971,435	88,600
Business2.0	8/01/01	So What Are You Doing on Your Unplanned Vacation?	550,000	33,950
<i>San Francisco Business Times</i>	7/06/01	One on One with Scott Gordon of Spencer Stuart	19,929	3,718
<i>InformationWeek</i>	7/01/01	Spencer Stuart A&R Survey	357,873	34,925
<i>CNNfn: Market Coverage</i>	6/14/01	Maverick of the Morning	1,200,000	N/A
BusinessWeek	3/01/01	Passing the Baton Peacefully	971,435	88,600
<b>Total:</b>		<b>9 articles 1 TV interview</b>	<b>6,498,146 media impressions</b>	<b>\$385,698 (Without CNNfn)</b>

**Media Mentions:**

- TCM practice received a total of 29 (twenty-nine) media mentions in the past year:
  - 7 (seven) on Yahoo's CEO search
  - 7 (seven) on other Spencer Stuart and industry searches such as AskJeeves, MarchFirst and Gateway
  - 19 (nineteen) articles focused on marketplace trends and Spencer Stuart intellectual capital

In addition to securing and facilitating interviews, Patty Block and Ogilvy maintained dialogue with key media on Spencer Stuart intellectual capital. Through these conversations, we secured interest from both *Forbes* and *Red Herring* in previewing the Spencer Stuart NVCA survey.

#### **Introductions:**

Patty Block and Ogilvy have also helped Spencer Stuart by facilitating numerous introductions to media and industry figures through its networking events, TED12 Conference and Ogilvy's own networking dinner. We can continue to support Spencer Stuart by maintaining these relationships, continuing to introduce Spencer Stuart to potential clients and by helping Spencer Stuart identify and package newsworthy stories.

#### • **Nayla Rizk at Ogilvy Networking dinner, April 11, 2002**

- *AP*, Brin Bergstein
- *Barron's*, Mark Veverka
- *Business Week*, Linda Himmelstein
- *Craig's List*, Craig Newmar
- *Economist*, Ludwig Siegele
- *Fast Company*, Fara Warner
- *Forbes*, Erika Brown
- *Forbes*, Carleen Hawn
- *Forbes*, Quentin Hardy
- Forrester, Charles Golvin
- Forrester, Charlene Li
- iBiquity, CEO Bob Struble
- Oracle, Jim Finn
- Planetweb, Ken Soohoo
- Salu, Jim Steeb
- *San Jose Mercury News*, Dan Gillmor
- Sengent, Doug Nassar
- Seven, Mark Biestman
- *Smart Business*, Leslie Ayers
- *Smart Business*, Christopher Null
- Sun, Andy Lark, Howard Asher
- *USA Today*, Michelle Kessler
- *Wall Street Journal*, Nick Wingfield
- *WIRED*, Jeff O'Brien

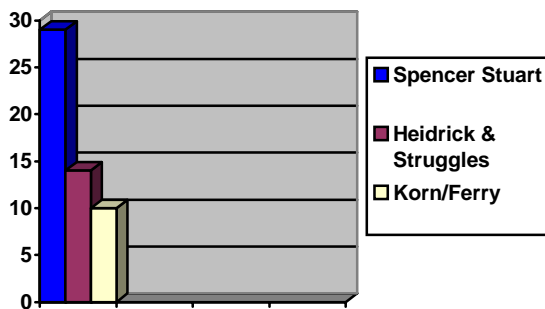
#### • **Jim Citrin at TED Networking lunch, February 21, 2002**

- Amazon.com, Jeff Bezos
- August Capital, Andrew Anker
- Boingo Wireless, Sky Dayton
- Cybersafe, James Cannivino
- DEKA Research & Development, Dean Kamen
- Draper Fisher Jurvetson Steve Jurvetson
- DreamWorks SKG, Jeffery Katzenberg
- EarthLink, Dan Greenfield
- EarthLink. Garry Betty
- General Motors, Vinc Barabba
- Gloss.com, Peter Hirshberg
- Goldring Hertz Lichtenstein & Haft, Kenneth Hertz

- Harvard Business School Publishing, Kirsten Sandberg
- Hummer Winblad Venture Partners, Hank Barry
- JP Morgan Partners, Dana Ardi
- Klein Perkins Caufield & Byers, Vinod Khosla
- Majestic Partners, Seth Goldstein
- Microsoft, Linda Stone
- National Geographic Traveler, Keith Bellows
- National Pacific Fund, Nat Goldhaber
- NBC, Forrest Sawyer
- *New York Times*, Alex Kuczynski
- *New York Times*, Patti Brown
- Playboy Enterprises, Christie Hefner
- Polaroid, Bernice Cramer
- Premedia, Damien Gough
- *Red Herring Communications*, Christopher Alden
- Reebok International, Muktesh Pant
- Sapling Foundation, Susan Dawson
- Sunny Bates Assoc., Sunny Bates
- Technology Partners, Lise Buyer
- TED Conferences, Chris Anderson
- The Simpsons, Matt Groening
- *Wall Street Journal*, David Bank
- *Wall Street Journal*, Julia Angwing
- William Morris Agency, Paul Bricault
- *Wired*, Bob Cohn
- YaYa, Keith Ferrazzi

## Competitive Landscape

- TCM practice secured:
  - More than 2X number of media mentions than Heidrick & Struggles
  - More than 3X number of media mentions than Korn/Ferry



April 2001-April 2002 TCM Media Hits