

SPRING 2017 PRL 497 FINAL

RSA'S **REVAMP**

BY OLIVIA MENNILLO, RICHARD TAIRAN NIU,
AND JESSICA STEELE

WE WILL DISCUSS

1

SITUATIONAL
ANALYSIS

2

AGENCY SEARCH +
RECOMMENDATIONS

3

EMPLOYEE
CHART

SITUATIONAL ANALYSIS

The current state of RSA is analyzed through SWOT (strengths, weaknesses, opportunities and threats). The following are the existing elements that RSA presents and the potential room for improvement:

STRENGTHS

- Current large-scale client base
- Well-respected and well-established
- Understanding that communications is integral to business success of the company

WEAKNESSES

- Concern over loss of previous CEO
- Low visibility across traditional and digital media over the past 12 months
- Low employee morale and engagement
- Marketing and PR departments understaffed

OPPORTUNITIES

New digital channels exist
New management devoted to increase employee engagement
A clean slate for a new PR program
Small staff allows room to grow and bring new employees to the team

THREATS

- Current market is oversaturated
- Competitors have strong social media presence
- Fear of being overlooked and overshadowed by these other companies

AGENCY SEARCH

Here are three reasons for hiring an agency



LACK OF MANPOWER

- 5 staff members will not be able to balance all PR functions successfully



ADDITIONAL SERVICES

- Research and analysis
- Professional graphic design



PR COUNSELING

- Advising on the current market, business, and media

AGENCY ADVICE

1. Mid-Size Agency
2. Award Winning and abundant experiences in tech sector
3. Preferably have offices in San Francisco, CA and Boston, MA
4. Ideally have worldwide network
5. Experts and veterans in media relations, employee engagement, market analysis
6. Specialize in B2B / Corporate Comm
7. Creativity is a must
8. Diversity and Inclusion
9. Integrity
10. Competitive agency fee and package (\$150,000/year)



ALLISON + PARTNERS

Practice Areas: Consumer Marketing, Corporate, Global China, Health Care, Public Affairs and Technology.



HIGHWIRE PR

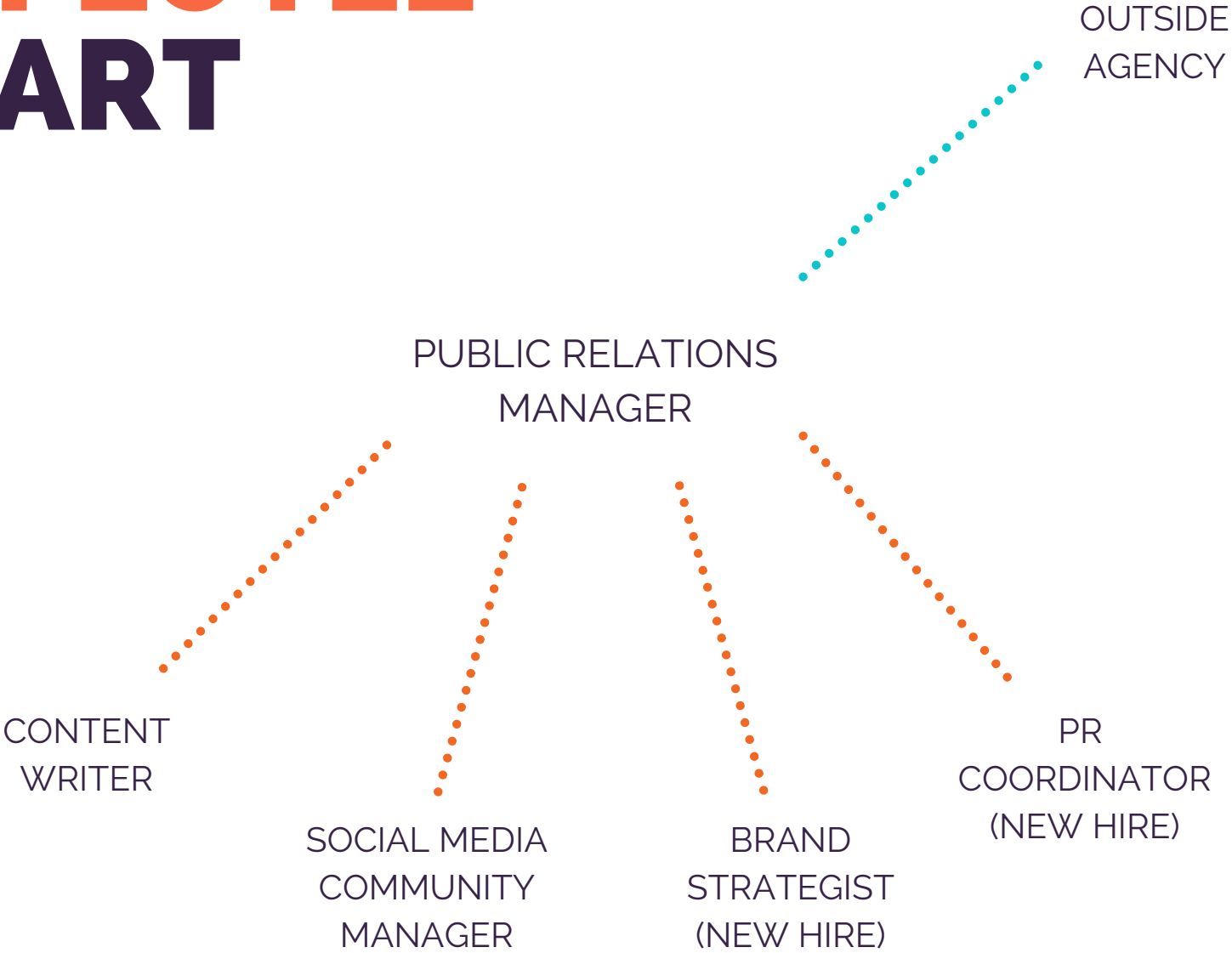
Practice Areas: Consumer, Health, Technology, CSR, Education, Travel and Lifestyle, Arts, and Public and Corporate affairs.



FINN PARTNERS

Practice Areas: Consumer Marketing, Corporate, Global China, Health Care, Public Affairs and Technology.

EMPLOYEE CHART



REFERENCE PAGE

1. Gammons, Brianna. "6 Must-Know Cybersecurity Statistics for 2017." Barkly Endpoint Security Blog. Barkly, n.d. Web. 26 Apr. 2017. <<https://blog.barkly.com/cyber-security-statistics-2017>>.

2. O'Dwyer's PR, Public Relations Firm Database Retrieved from: http://www.odwyerpr.com/pr_firm_rankings/hightech.htm on 24 Apr. 2017

3. O'Dwyer's PR, Public Relations Firm Database Retrieved from: http://www.odwyerpr.com/pr_firms_database/prfirm_detail.htm?prid={20A8492E-138D-4A49-80B2-481ADF93794B} on 24 Apr. 2017

4. Allison+Partners. <http://www.allisonpr.com/what/>

5. HighWire PR. www.highwirepr.com

SPRING 2017 PRL 497 FINAL

THANK
YOU

QUESTIONS?