

PR WEEK

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CRITICAL HIT

Mionetto hooks 'BusinessWeek'

Who is your client, and what are its media goals?

Hanna Lee: Our client is Mionetto, Italy's foremost producer of prosecco, a sparkling white wine from the Veneto region. It was looking to use the media to help differentiate Mionetto as the market leader and make it synonymous with prosecco.



What made BusinessWeek Online such a desired placement, and how did you go about pitching the reporter there?

Lee: BusinessWeek Online is one of the leading international forums for the business community. It gets 36 million page views monthly, so it's a great outlet for an industry story about prosecco. I had been reading marketing editor David Kiley's column for some time and e-mailed him after his piece on champagne appeared last December, offering an exclusive look at Mionetto's role in driving prosecco consumption in the US.

Name: Hanna Lee, president, Hanna Lee Communications (New York)

Placement: BusinessWeek Online, June 9, 2006

Pitch timeline: Seven months

Did you have to provide bottles for review? What interviews or background information did you arrange or provide?

Lee: After we pitched him, Kiley expressed an interest in our prosecco, so we arranged a one-on-one tasting with our master vintner, Sergio Mionetto. We also provided the winemaker's bio, winery background, product sheets, and press releases.

Were there any other challenges to overcome to get this story placed?

Lee: The major challenge was keeping Kiley interested over a seven-month period. The initial pitch included a seasonal angle, namely New Year's Eve alternatives to champagne, so we had to adjust that slightly. We also organized a media/trade event to celebrate Mionetto's expanding distribution to 47 states, which gave the story a solid news hook.

What was the impact of the hit?

Lee: The BusinessWeek Online piece was posted June 9 and Mionetto was thrilled to be the "star" of an article in a major business venue. At our suggestion, it immediately included the article in marketing materials it distributes to its sales force across the US. ■

David Ward