

- EVOLVE BRANDING
- EFFECTIVE MEDIA/PR
- ONLINE INTERACTIVE
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- PARTNER & PROMOTE
- COMPELLING WRITING & DESIGN
- MARKET RESEARCH
- ACTIVATE GUERRILLA
- DRIVE FUNDRAISING
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# CASE STUDY

## graywhale entertainment

### Overview

For 2009 Record Store Day, locally-owned music chain Graywhale Entertainment wanted to go big, but after working with a large chain agency, they wanted to be efficient. They planned regional and national acts at seven of their Utah stores to coincide with special releases from scores of well-known artists. They wanted to effectively get the word out about their event.

We secured media partnerships with City Weekly, The Daily Herald, IN Utah This Week, KRCL, SLUG Magazine and Utah Chronicle. With public relations due diligence, we got coverage in all of these outlets, and also on KUTV, Deseret News, SaltLake Tribune and Davis County Clipper.

The combined publicity value of our efforts was well over \$30,000, a ten-fold return on investment.

In 2010, we again worked with media partners and reporters to generate a widespread exposure for Graywhale throughout the northern part of the state.



### About Foursight Partners

Inspired by the belief that solid experience working in our clients' industries is indispensable to outstanding, sustainable results, the capabilities of Foursight Partners span the full spectrum of communications services in the arts, government relations, the nonprofit world, and business in Utah. With three seasoned principals, our firm provides distinctive, comprehensive solutions to organizations that want their money to be well spent and results to speak for themselves.

Foursight Partners was formed in 2009 by Patrick Commiskey, Patrick Thronson and Crystal Young-Otterstrom.

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