



Public Relations for the National Association of Convenience Stores

154,000 STORES | 160,000,000 DAILY TRANSACTIONS

ONE COMMUNICATIONS STRATEGY



We welcome the opportunity to collaborate with the National Association of Convenience Stores (NACS) to further elevate the industry’s image as an integral member of the communities in which its members operate. In short, NACS is a key figure in the retail landscape dedicated to nutrition, community involvement, motor transportation and technology standards.

Our team has decades of professional experience in communications, strategic public relations and trade organization outreach. We specifically tailored a team made up of leading experts from Pratt Street Communications and Subject Matter, who are fully capable and experienced to meet your requirements, while bringing compelling creative executions that parallel the important nature of your work.

We are perfectly suited to drive one of your key objectives – to widen your outreach with the general public and connect with thought leaders outside of your industry, in part through programs like NACS reFresh, the Fuels Institute and Conexus. We have a deep understanding of the unique difficulties trade organizations face, and can help you juggle multiple messages, audiences and stakeholders.

Unparalleled Expertise

As your strategic partner, we’ll work closely with you to adjust your content development by creating a plan that best uses your existing resources. By matching the messages and content with the right audience and distribution channels, we will capture a broader audience and elevate the value of both your members and NACS as a whole. Using our expertise, strategic guidance and resources, you will be better positioned to leverage your internal resources to break through the noise and capture the attention of those you’re targeting. Our approach will ensure your tactical efforts to produce and distribute content ladder back to a core strategy that communicates positive value to your audiences.

Our reputation for thought provoking communication campaigns and products, and a thorough understanding of the industry, can give you the confidence to select Pratt Street Communications and Subject Matter for your communications effort for three key reasons:

- **We have the experience and expertise necessary to streamline complex messaging in a powerful, accessible and engaging way across a variety of platforms. We are storytellers and have extensive experience creating and sharing stories that provoke thought, emotion and action.**
- **We are sensitive to the nature of your work and the need to transform the narrative of the convenience store into something that highlights the positive impact your members have on neighborhoods in the U.S. and nearly 50 other countries.**
- **Our team, made up of a diverse group of communication experts, will be led by Julie Garel, whose knowledge and experience in the industry brings an unparalleled level of expertise to all communication efforts. Under Julie’s strategic leadership, our team looks forward to partnering with NACS to create communication products and strategies that reflect your value in the marketplace.**



Delivering on Your Needs

With a group of members that serves more than 160 million Americans every day, you have access to content topics that immediately resonate with your stakeholders, thought leaders and media organizations—from trends in the automobile industry to consumer purchasing behavior. You have a wealth of resources to produce content, and the frequency and depth of the content you currently publish and present to the media is impressive.

We understand your challenge is to take this existing content and use it in a strategic and proactive way to generate more interest and awareness. Our team will help you develop an ongoing, comprehensive program that will improve the reach of your content and strengthen the value you bring to your members, partners and stakeholders. We can also help you expand the range and composition of those stakeholders so NACS continues to be viewed as a builder of bridges across challenging issues.

The wealth of content and metrics you've developed, coupled with the industry experience you've amassed, need to be incorporated into a refined messaging campaign delivered through a prioritized outreach plan. You have the data and the industry expertise; we have the team that can help you develop that refined messaging campaign and execute a proactive and comprehensive outreach plan.

OUR TEAM OFFERS:

- Deep knowledge of the national media landscape and local media markets
- Specialization in telling compelling data-driven stories
- Resources to support multiple media touch points
- Experience in crisis management and rapid response
- Expertise in both traditional and digital media channels
- An analytics and measurement-based approach to delivering results
- Stakeholder outreach and facilitated engagement

OUR TEAM CAN DELIVER:

- Strategic media outreach planning focused on key NACS events
- Local and national media outreach, including press kits and video packages
- Traditional and digital media pitching and placements
- Social media campaigns and editorial calendars
- Media training for NACS surrogates and/or stakeholders
- Editorials for placement in national publications
- Crisis management skills and expertise



A Proven Approach

1: Understand and Optimize NACS's Cache of In-house Wisdom:

Our team will begin by establishing a thorough understanding of your strengths and weaknesses. We'll help you craft a narrative that allows you to easily play offense and defense, ensuring you are prepared for proactive communications outreach and the unexpected.

You'll be led through the process during facilitated strategic planning sessions that inform every strategy used to connect your messages to your audiences and communications channels.

Our team will also work closely with you to analyze existing NACS assets like recurring surveys, podcasts, videos or reports, and recommend ways your native content can be even further leveraged to meet your objectives. NACS is fortunate to have so many high-value communications products on the shelf, and our experts are ready to explore how they can work as part of a coordinated communications platform.

2: Craft and Refine a Messaging Framework That Resonates with Your Diverse Audiences: We'll build a messaging framework based on what we learn about your target audiences and your needs. We will then test that message to make sure it hits the mark. Different target audiences are best reached through different media and methods. We'll make sure your message reaches the right people, in the right place, at the right time.

The framework underlying every aspect of your communications plan will focus on NACS leadership in the retail sector, community goodwill, creativity and a deep knowledge of the marketplace. This framework will give you the messaging discipline necessary to ensure every piece of communication aligns with your overall narrative.

3: Use Your Considerable Content to Create Memorable Events, Programs, and Media Opportunities: You have the attention-grabbing data, stories and content – it's time to make sure the right people see and hear it. Subject Matter and Pratt Street Communications have extensive experience sharing stories that provoke thought, emotion and action. We know what works best for specific content, and where your target audience will be looking. We'll tailor a communications strategy to get your message to the specific audiences NACS needs to reach. We will accomplish this by putting on events, designing reports and campaigns that pierce the messaging clutter.

The positive impact convenience stores have on communities around the country is a story that needs to be told. Our team of digital, video, creative and editorial storytellers is eager to spread those stories. Our strategists and content experts can develop and precisely deliver an ongoing content stream that inserts NACS into important conversations and continues to re-form attitudes surrounding convenience stores.

4: Distribute Your New Content and Promote Your New Position Through Paid, Owned and Earned Media: When your communications products are ready to go, we'll move your content across a variety of channels using paid, owned and earned media. Our media relations, public affairs, interactive and social media teams have the capabilities to ensure each piece of content is delivered to the right audience. We'll track results using a suite of advanced digital analytical tools to ensure that your investment is optimized, make mid-course corrections, and find just the right way to break through.



A Strategy for NACS

For years, our work tended to have one focus—media relations. Our clients wanted us to get them on the TODAY Show, in *The New York Times* or even on local news stations.

That was almost 20 years ago. Since then, our work has transformed dramatically, just as the communications landscape has evolved. Today, landing a big story in a prestigious outlet is certainly cause for celebration, but with digital platforms arriving by the minute, constructing a communications plan purely around media placements ignores the many new opportunities now available. To seize these opportunities, we recommend NACS extend the focus of your effort to include a content and distribution strategy that looks beyond traditional media outlets and forges new paths to reach your audience.

As your strategic partner, we'll work closely with you to establish NACS's overarching narrative—the messaging that fully encompasses your value to your members, their customers and your targeted

industries. This narrative will serve as the backbone for all content and strategy, helping you share the stories you want to tell while maintaining the critical message discipline necessary to achieve optimal impact. By matching the messages, content, audience and distribution channels, we will capture broader attention and elevate the value of both NACS and your members.

This strategic approach will allow you to leverage your internal resources to break through the noise and capture the intention of your target audiences—however we reach them. Our team will ensure your tactical efforts to produce and distribute content ladder back to a core strategy that communicates positive value to your audiences.



Sample Ideas to Help NACS Break Through

To help you consider this fresh approach to content and distribution, we've developed a few ideas for you to think about. These ideas touch on each of your target audiences—from consumers and stakeholders to industry influencers, policy makers and NACS members. While some ideas can be extended to reach across all of your audiences, others may be better suited to reach a niche target. As your strategic communications partner, these ideas represent just our initial thinking, based on our research into NACS and previous experience working directly with your organization. Of course, these ideas would be fine-tuned, and many additional ideas developed, if we are fortunate enough to be selected as your new public relations strategic partner.



Signature Report Partnership

Reports from the Fuels Institute contain a wealth of information that can be used to generate even more interest than it already does. The effort going into the development of Fuels Institute content deserves an outreach strategy to match it. We'll help you partner with associations and federal government agencies, such as the Alliance of Automobile Manufacturers and the US Department of Transportation, to establish a signature, cobranded report that will break through and generate interest, grabbing the attention of key policymakers and stakeholders. This report can also be targeted to appropriate policymakers, research and financial analysts and transportation industry leaders.

Why it Works:

Partnerships with well-respected organizations increase your overall recognition and further your reach, while opening the door to new opportunities that may not have otherwise been available.

The addition of a government agency, such as the Department of Transportation, will heighten the attention you'll receive among local and national media outlets. But, outreach for the signature report doesn't have to end with the launch. Findings can be used as the basis for content throughout the year, whether it is to join a newsworthy conversation or facilitate proactive outreach surrounding a particular event or time of year. The Fuels Institute will rightly assume the position as a leading thinker on vehicle transport trends and issues in America.



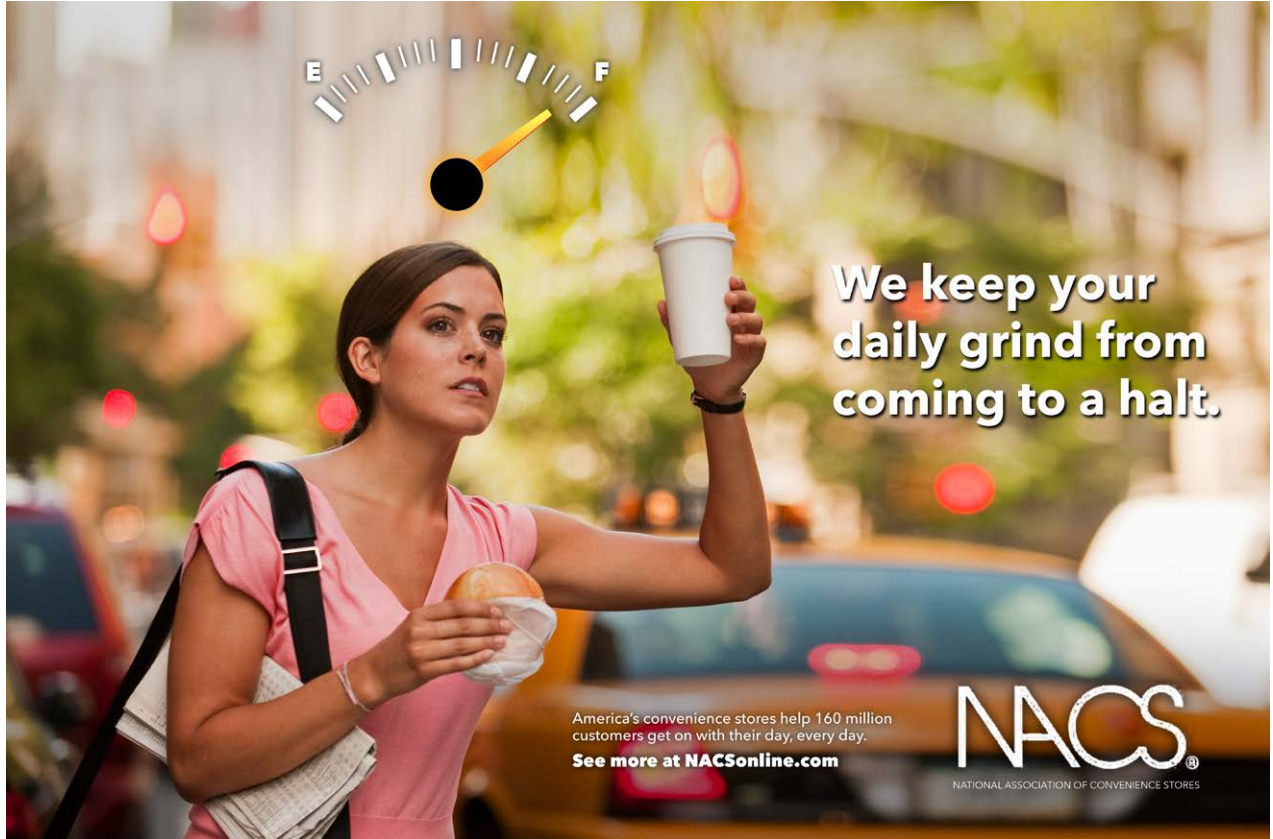
Convenience Cares

Create a branded, highly visible, strategically central program that is delivered through NACS members. Establish relationships and partnerships with service-oriented organizations that represent men and women in uniform – and others, like convenience stores, which serve their communities. NACS members can provide incentives and rewards, such as discounts and free offerings to the men and women of these organizations—police, EMS, firefighters, military personnel, teachers, or other community groups—on specific “Days of Thanks”. A portion of the proceeds from the Day of Thanks can be given to local charities promoting positive change in their community. Participating convenience stores can display a window or cash register decal identifying their role in the program, while NACS can develop content to distribute across a variety of channels to promote your commitment to local communities.

Why it Works:

This initiative allows NACS to promote and expand the important role of convenience stores in their communities and aligns your brand with positive imagery. It also simultaneously provides a platform to proactively reach many of your target audiences including media, opinion leaders, public officials, and targeted leaders in several other industries. By establishing new partnerships and programs that reinforce your commitment, you’ll improve your ability to communicate other elements of your positive contribution and help continue to redefine your image to align with the important role convenience stores play at the local level. As a messaging platform, Convenience Cares can be extended to include a number of NACS initiatives, including reFresh, the Fuels Institute and Connexus. For example, Convenience Cares about communities, Convenience Cares about your health, Convenience Cares about fuel prices and Convenience cares about data security would allow NACS to align your work under a common theme.

SAMPLE IDEAS



Fueling America

The world today has two speeds: fast and faster. People, on the other hand, can be ready to rock or ready to drop. Convenience stores have whatever you need to keep going. We're always here to fill you up when you're running on empty, so you can keep up with life.

Why it Works:

This idea conveys the value that NACS and your members provide as a metaphor that resonates across a wide variety of audiences. Whether you're providing policymakers with an important policy point of view, opinion leaders with important industry data, or a consumer with the snacks and gas they need to get through their day, Fueling America provides NACS and your members the tools to communicate your value using a compelling concept that can be extended across any channel.

 **NACS**
Sponsored

With over 150,000 locations nationwide, you're always just a quick stop away from a family dinner. NACSONline.com



WHEN YOU'RE DRIVING HOME

AND YOU REALIZE IT'S YOUR NIGHT TO COOK DINNER

 **NACS**
Sponsored

We have over 150,000 locations nationwide, so you can run in whenever you run out. NACSONline.com



BOUGHT MY SON A DRUM SET

FORGOT TO BUY MYSELF HEADACHE MEDICATION.

 **NACS**
Sponsored

Inconvenience strikes when you least expect it. Luckily, America's convenience stores have over 150,000 locations. NACSONline.com



REMOTE CONTROL BATTERIES DIE

ON THE HOME SHOPPING NETWORK

When Inconvenience Strikes

A remote with dead batteries, a midnight snack without milk, a road trip that just ran out of coffee—all horrifying examples of when inconvenience strikes. In the moment, any of these mundane problems can feel like the crisis of the century. Let's show people experiencing these high-drama moments that only the convenience store can solve.

Why it Works:

This concept likely works best as a consumer targeted message presented as bite sized pieces of content, which is why we're presented here as a social media play. This idea is ultimately about the important role convenience stores serve as in solving problems for your customers. Taking this idea a step further to apply that problem solving capacity to NACS and your relationship to policymakers and industry stakeholders is a logical extension of this consumer friendly concept.



A Convenient Trip

It's not the destination, it's the journey. That's why this road trip is all about the road, and those quick stops that keep us going. We're going to explore America's best convenience stores, the unsung heroes of the road trip.

Why it Works:

This idea will expand on some of the great work NACS has already done to share interesting side of the industry. Not only does this concept help generate interesting consumer-friendly stories, but it manufactures news and media outreach opportunities in local markets across the country. A Convenient Trip will allow NACS to target congressional districts, industry stakeholders and other potential partners.



CEO Henry Armour unveiling the future of c-stores at the NACS Convenience Summit in true Silicon Valley style.

160 million loyal users daily.

The Original On-Demand Service. **NACS**
NATIONAL ASSOCIATION OF CONVENIENCE STORES

Augment your reality.

The Original On-Demand Service. **NACS**
NATIONAL ASSOCIATION OF CONVENIENCE STORES

Powering your device since 1961.

The Original On-Demand Service. **NACS**
NATIONAL ASSOCIATION OF CONVENIENCE STORES

Modern Convenience

When it comes down to fundamental benefits, convenience stores serve the same purpose as trendy, high-tech services like Uber or Netflix: convenience. By looking at convenience stores through a tech industry lens, we can make the point that these institutions are more relevant and necessary than ever.

Why it Works:

This concept can serve as a positioning platform that can help fundamentally shift all of your audiences' views of the convenience store industry while allowing NACS to generate a compelling content across a variety of channels. From a public relations and communications standpoint, this provides a fresh, interesting and unexpected take on the convenience store industry, which gives us an advantage pitching stories and ideas to media.

Your Team

Pratt Street Communications and Subject Matter are collaborating to offer NACS the complete range of attributes you are seeking from a communications partner: innovative thinking, strategically creative ideas and a passion to develop public relations campaigns that deliver measurable results.

Importantly, we approach our work as true partners. Your role in the strategic and creative processes is critical to the success of the programs we develop together.

Julie Garel, who brings with her knowledge of your industry and your organization's communication's needs, will lead your team. Under Julie's strategic leadership, our collaborative team of experts will provide you with the resources needed to elevate your message and your brand.

STRATEGY



Julie Garel
Chief Curiosity Officer

Julie's background is in strategic planning, market research and account management. She has led branding and communications programs for a wide range of clients including national accounts in the travel, food, cybersecurity, and retail sectors. Julie's already intimately familiar with the perceptions, operations and opportunities for NACS and its members, having most recently partnered with NACS in her role leading the Project on Nutrition and Wellness for the Convergence Center for Policy Resolution.



Dave Groobert
Editor-In-Chief

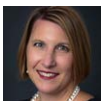
Dave has more than 30 years of public relations experience, gained from working in advertising and public relations agencies, as well as on the client side. His client experience includes food & beverage, technology & cybersecurity, transportation, and numerous thought leadership campaigns designed to change and enhance perceptions for national membership organizations and their individual members.



Will Hensley
VP, Strategy

Through his work with Bayer Corporation and Blue State Digital, Will developed an eye for how communications strategies can create movement. Will's expertise helps ensure clients find a unique voice that stands out in a crowded media landscape.

PUBLIC AFFAIRS AND MEDIA



Debra DeShong
Executive Vice President
and Managing Director

Debra will serve as your primary strategic lead for communications planning and media relations. Debra's deep experience managing sensitive political and legal issues — from Fortune 100 companies to the U.S. State Department — brings valuable expertise and insight to our public affairs partnerships.



Jennie Westbrook Courts
Senior Public Affairs
Associate

When your message needs to break through the noise, Jennie will make sure it does. Through her work for Sen. Tom Carper (D-Del.) and the Obama 2012 presidential campaign, she knows how to develop messages that resonate with influencers.



Joy Burks
VP, Media

Joy oversees the strategic development and tactical execution of media outreach initiatives for a wide range of campaigns. Her deep knowledge of the media landscape — and more than a decade of experience at Subject Matter — guarantees that smart outreach strategies always pair with sound logistics.

CONTENT AND CREATIVE



John Siniff
SVP, Content

A veteran journalist and Opinion page editor at USA Today, John brings a newsroom's approach and perspective to diverse campaigns and content. He leads our Content team and guides the tone of our storytelling. John's prior work with the Templeton Foundation seeds his thinking for projects like yours.



Kevin Richards
Chief Creative Officer

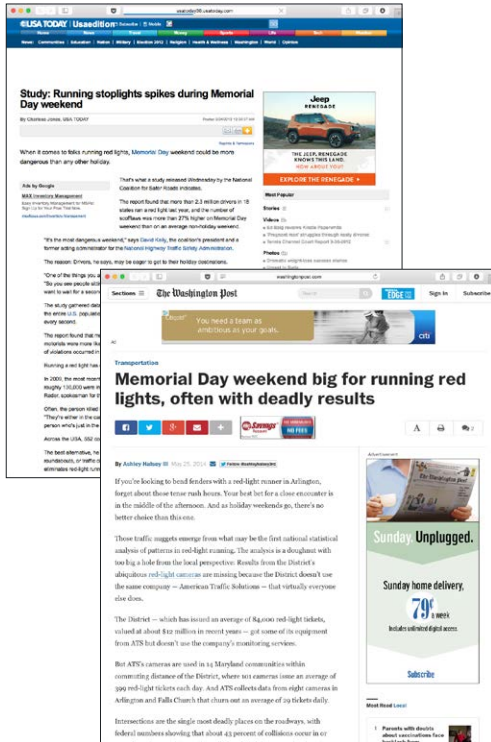
Kevin leads Subject Matter's Creative Division, developing cross-disciplinary ideas that are on-strategy and well crafted — everything from advertising and design to guerrilla tactics and digital experiences. His creative is always designed for maximum impact and benefits from the complementary strength of our in-house Media Relations team.



Jannie Gerds
VP, Creative Director

As a creative leader and advertising educator, Jannie has taught countless organizations how to make their brands resonate. Her work as the delivery lead for our creative team makes projects come alive by moving ideas through to tangible execution.

CASE STUDIES



National Coalition for Safer Roads

Subject Matter managed the development, launch and rollout of a national industry trade association to advocate the benefits of automated traffic safety technology. The resulting National Coalition for Safer Roads demonstrates how red light and speed safety cameras improve driver behavior and make communities safer places to live. Our integrated efforts included branding the new trade association, establishing its legal status, designing its website and promoting its efforts through targeted media outreach and advertising.

This multifaceted digital, public relations, advertising and content strategy helped the industry tell a powerful story. One of the highlights of our work was a collection of three data-driven National Coalition for Safer Roads reports, for which our team drove and implement the concept, approach, analyses and rollout strategy including earned and social media outreach. This type of data based public relations campaign is precisely the kind of expertise we will bring to our support for NACS.

SERVICES:

- Advertising
- Messaging development
- Campaign development
- Website development
- Content creation
- Social media strategy and execution
- Media training
- Targeted media outreach across print, broadcast and digital outlets
- Satellite and radio media tours

RESULTS:

- 445 media placements for a single report, with an estimated audience reach of 97.7 million
- Top tier placements included a front page USA Today story, *New York Times* "A" section and *Wired's* Autopia blog
- Nearly 4,700 Facebook likes and more than 5,000 Twitter followers

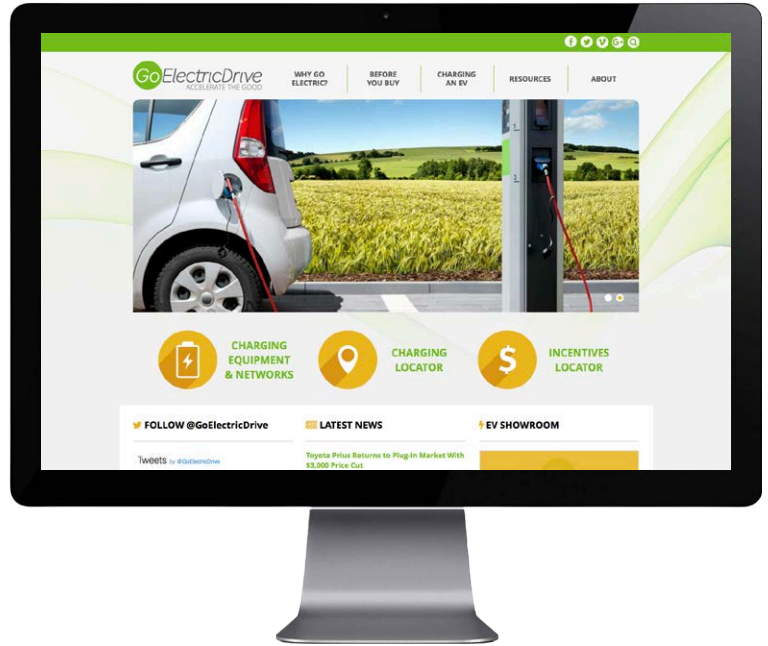


Project on Nutrition and Wellness

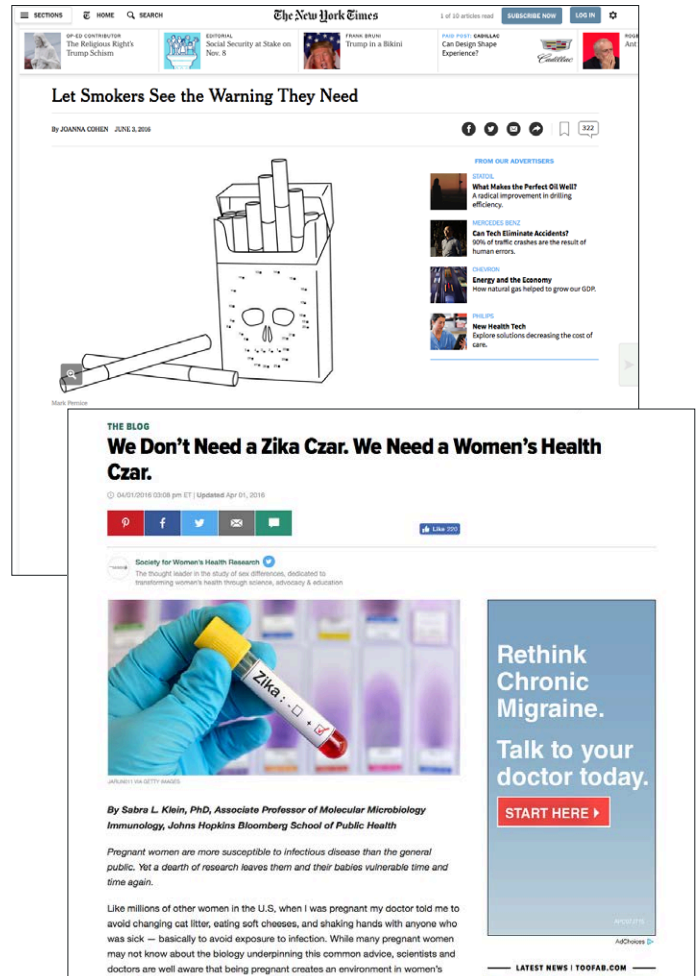
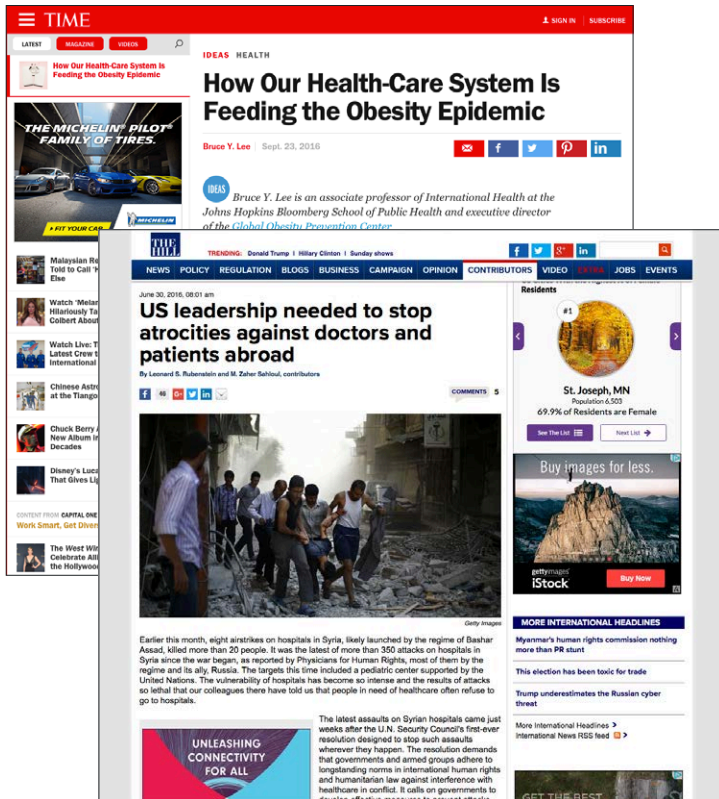
The unintended consequences associated with our Nation's obesity epidemic are staggering. From military readiness to billions of dollars in health care costs, Americans feel the burden of a food system that over-delivers calorically while under-delivering nutritionally, particularly in lower income communities. The Project on Nutrition and Wellness is a multi-stakeholder coalition of corporations, associations, advocates, academics, and non-profits that conduct research and conceive programs to build consumer demand for healthier foods and beverages. The National Association of Convenience Stores, and many of its members, have been active participants in the learning and piloting portions of this Project. Much of that work is now evident in the reFresh initiative.

Electric Drive Transportation Association

Electric vehicles - battery only, hybrid, and plug-in hybrid - are becoming more commonplace but are still frequently misunderstood in the marketplace. For electric vehicles to gain widespread acceptance and use, cooperation is needed among many industries beyond just automobile, such as battery, technology, and electric utility companies, and approvals from policymakers and industry regulators. The Electric Drive Transportation Association (EDTA) represents all segments of the electric drive industry, allowing them to speak with a credible, unified voice. Through industry-wide EDTA reports that link electric drive transportation to U.S. energy security, frequent policy briefings and industry updates for both elected officials and members of the media, engaging with target audiences via social media, and serving as a "go-to source" for traditional and online reporters, EDTA successfully takes their story beyond their industry to opinion leaders, analysts, influencers, and the public at large.



CASE STUDIES



Johns Hopkins Bloomberg School of Public Health

A thought leadership program to elevate ideas and the school's voices

Thought leadership efforts are especially successful when the goal is to elevate an organization's awareness in a particular industry or with a specific audience. Our work with the Johns Hopkins Bloomberg School of Public Health highlights a similar strategy we would use to extend NACS's impact across the industries and audiences you have yet to penetrate.

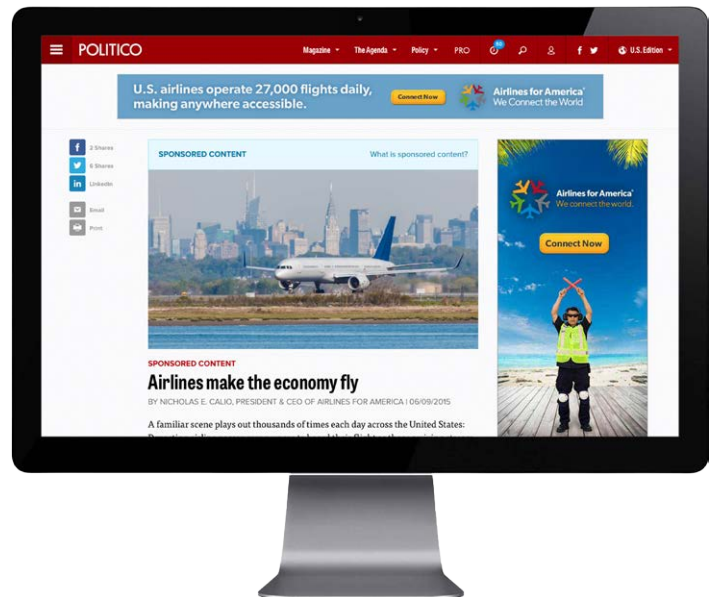
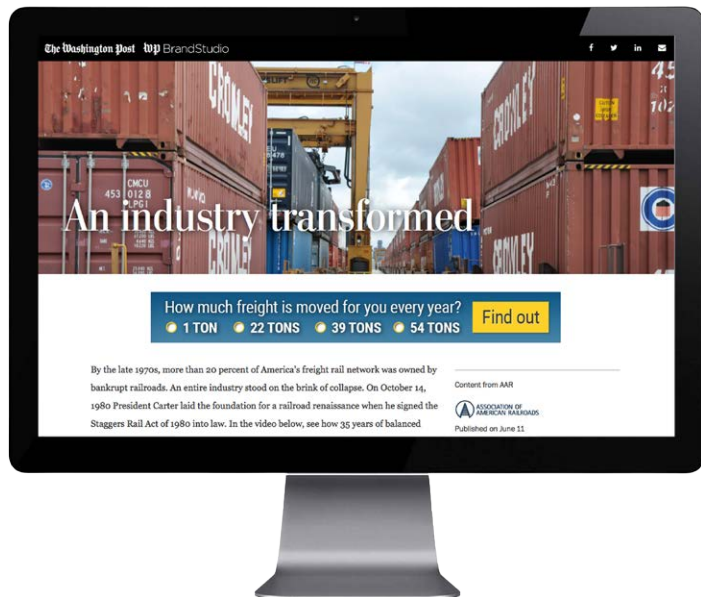
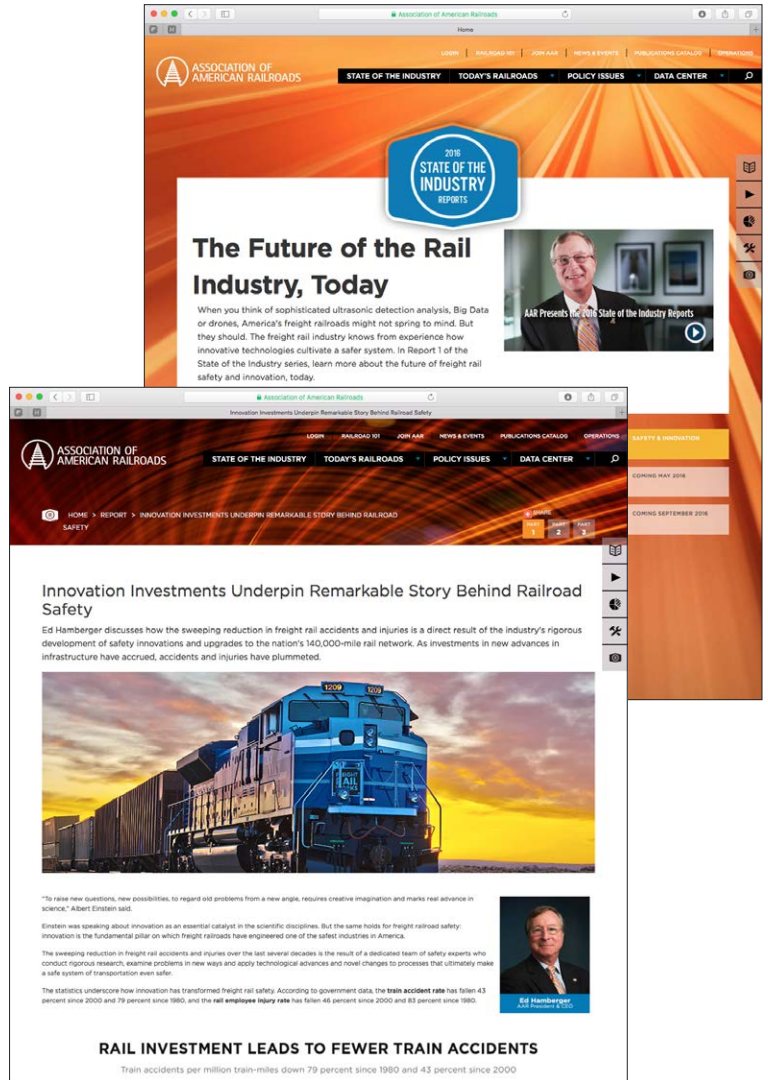
In its 100 years of existence, the Johns Hopkins Bloomberg School of Public Health has conducted research, trained generations of public health leaders and applied its expertise to save countless lives across the globe. Subject Matter is collaborating with the Philanthropies on a series of high-impact initiatives to elevate the School's Centennial and ensure that global health remains a top domestic and international priority for the next 100 years. In just one year, the thought leadership efforts resulted in 14 op-eds published in major media outlets, including TIME, *The New York Times*, U.S. News & World Report and USA Today.

As part of the series of high-impact thought leadership initiatives, Subject Matter launched a report featured in *The Lancet* and co-authored by a professor from the Johns Hopkins Bloomberg School of Public Health. The report called for a new global approach to policies involving drug use, addiction and control. The Johns Hopkins-Lancet Commission report was released at a live-streamed launch event ahead of the first United Nations General Assembly Special Session meeting on drugs since 1998. Our team combed through the dense and technical report and extracted the topline messaging, molding it into the most newsworthy findings of the report. The event and the Commission's report were covered by more than 60 television, radio, news and digital outlets around the world.

Association of American Railroads & Airlines for America

We know how to communicate to industry policymakers and thought leaders in a variety of industries. Through our work with Airlines for America (A4A), the trade association of U.S. airlines, and the Association of American Railroads (AAR), we've built integrated communications campaigns using a 360° approach to content distribution to reach opinion leaders and ensure message recall. For each of these clients, our strategy includes advertising, long-form content development, website creation and management, social media and government relations. This multi-pronged approach ensures that people understand the freight rail and airline industries and their significant contributions to our national economy. Our work for A4A and AAR shows how a comprehensive strategy can be applied across all elements of an organization's communication efforts to show results for both the association and its members.

- Over 150 custom graphics for out-of-home advertising
- Over 50 TV, radio, print and online ad units
- 3 websites
- Over 100 custom content pieces
- Over 50 explainer videos





CONCLUSION

Pratt Street Communications and Subject Matter welcome the opportunity to partner with you to generate deserved attention for your content development and outreach efforts. Our reputation for innovative and cutting-edge production, rooted in streamlined messaging, can give you the confidence to select our team for your communication efforts. We thank you for including us in your agency review, and we are truly excited at the opportunity to become your strategic public relations partners in the exciting year ahead.



Let's Get Started



Debra DeShong
EVP and Managing Director

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