



Black Ink PR Wins Prestigious 2016 Visit California Poppy Award for Best PR Campaign

Hollywood, CA – February 26, 2016 – Black Ink PR partners Margot Black and Jeanne Sullivan just took home the state’s top honor for tourism public relations and marketing – a Visit California Poppy Award. The team accepted the Best PR Campaign award in their category at a special gala Tuesday evening, Feb. 23, in Oakland, California.

The prestigious biennial Visit California Poppy Awards are a biennial honor the best and brightest of California tourism promotion. Winners were selected by a panel of industry marketing experts. Visit California is a non-profit organization with a mission to develop and maintain marketing programs – in partnership with the state’s travel industry (www.visitcalifornia.com).

Black Ink PR’s win was earned for a campaign implemented in 2014 for Visit San Luis Obispo County, with the Sunset SAVOR the Central Coast 2014 food and wine festival. The firm was delighted to be in the company of the other outstanding finalists for the honors that included The San Diego Tourism Authority and London West Hollywood.

Black Ink PR's produced a hugely successful PR campaign that leveraged a modest budget to produce \$47 million in publicity value for Sunset SAVOR the Central Coast 2014 food and wine festival, and 272 million impressions for SAVOR and the destination Visit San Luis Obispo County.

This award brings to three, the number of major PR industry wins for Black Ink PR this season. On Nov. 4, 2015, The Public Relations Society of America, L.A. Chapter (“PRSA-LA”) bestowed its highest honors on the Firm in two separate categories -- Excellence for a Travel, Tourism and Hospitality Campaign, and Excellence for a Pro Bono Campaign (see: <http://bit.ly/1UmUmVo>).

“I and the entire Black Ink PR team are thrilled to have our hard work and dedication acknowledge,” said Margot Black, Black Ink PR Founder and CEO. “Sunset SAVOR the Central Coast was a particularly challenging assignment, and we knew we would have extremely limited resources so it was all about working smart and leveraging relationships.” Jeanne Sullivan, partner on the assignment noted, “It was tremendous fun to help drive such out-sized success. We’re grateful to both Visit San Luis Obispo County for the opportunity to promote this great event, and to the travel and tourism marketing experts at Visit California for their recognition.”

The Challenge

The main challenge for the Black Ink team was to figure out how, with very limited resources, to break through the noise and generate media coverage that would create more awareness of

Sunset SAVOR the Central Coast and San Luis Obispo County as a desirable destination – in the U.S. and especially in San Francisco and Los Angeles. A secondary objective was to boost attendance of journalists from top-tier publications that have much larger audiences to produce a far higher return on investment for the client. In other words, Black Ink PR had to put its client's money where its mouths were!

Massive Success: ROI over 3,500

The numbers below speak for themselves. They highlight the huge difference between just working hard, and knowing what is possible when the Black Ink PR team creates a smart, economical campaign designed to deliver big results with little dollars.

When the final results were tallied, Black Ink PR had generated 272 million impressions, including 392 articles from press releases and various high-impact broadcast stories. It generated \$16 million in advertising equivalent value and \$46 million in publicity value. Measured against the fee paid to the Firm, the ROI was astronomical at over 3,500. Yes, you are reading that correctly. For each client dollar invested in the Black Ink PR-led campaign, the Firm delivered \$3,500 in measurable hard-dollar value for the client.

Placement highlights included destination, SAVOR coverage in: Budget Travel, The Los Angeles Times, KTLA, San Francisco Chronicle, CBS News, The Today Show, Blue Lifestyle and Grape Encounters national radio shows, NBC Bay Area, NBC Los Angeles, KRON4 SF, various national game shows (hotel and destination exposure).



Where's My Award? Only in Hollywood: Life Imitates Art

In the life-imitates-art irony that is so often Hollywood, the surge of first-ever major award wins by Black Ink PR comes just as its founder, accomplished Hollywood comedian, screenwriter, mother Margot Black's publisher is launching her first book. In "Where's My Award? How to Get Baby Barf out of a Red Carpet and Other Tales from a Working Mom in Hollywood," the former stand-up comedian turned mother turned Hollywood publicist's tales are as humorous and substantive as they are heart-felt. It is a hilarious, yet deeply poignant tribute to working moms everywhere based on adventures from her own life (www.margotblack.com).

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