American Mensa
— The High IQ Society —

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– Jim Blackmore, National Marketing Director

Challenge
To increase its membership to 70,000 by 2010, American Mensa must reach a diverse population of prospective members that share one common trait – high intelligence. In order to reach the top minds in the country, American Mensa must target media that appeal to a broad general audience.

Solution
With Vocus, American Mensa reaches the right people at the right media outlets with highly targeted, up-to-date lists. The two-person team efficiently builds customized lists for each news release, and with all news clips fed into Vocus, easily tracks and measures national and local coverage.

Results
Using Vocus as its one and only solution – instead of its previous combined arsenal of a list service, clipping service and individual consultants – saves American Mensa money and time. And the organization increased its coverage in national media outlets, and reduces the time spent sorting and measuring coverage.

Vocus the Top Pick of America's Top Minds

Customer Profile
Known as "The High IQ Society," American Mensa is an organization for people who score in the top two percent of the general population on accepted, standardized intelligence tests. Based in Arlington, Texas, the organization has more than 52,000 members nationwide in 136 local chapters throughout the 50 states, District of Columbia, Puerto Rico and the Virgin Islands. These chapters range in size from 40 members to more than 2,200 members. Mensans come from all walks of life and all levels of society. As an organization, American Mensa provides intelligent individuals an opportunity to meet other smart people on the local, regional and national level.

Challenge
Five million people in the United States have the high IQ that qualifies them for Mensa membership, but most of them don't know it. They range in age from four to 101 years old, and can be found in just about any profession. American Mensa wants to reach out to the nation's smartest people in order to increase its membership to 70,000 by 2010. Therefore, PR's ultimate goal is to get the word out about Mensa so that people with potentially high IQs will take Mensa's test, and, if they qualify, join the organization. But in order to reach prospective high IQers, PR must target a broad population.

Vocus Solution
Mensa chose Vocus' online public relations software to streamline its list building, media targeting, news management and measurement. Though budget funds were tight, Mensa recognized that Vocus would enable the small staff to meet its goals more efficiently. Now, the two-person marketing and PR staff leverages Vocus to target media nationwide, improve coverage, and track and measure results.

Lists 'Target the Right People at the Right Media Outlets'
Drawing on Vocus' comprehensive media database, PR quickly builds new, updated lists each time it distributes a news release. Vocus helps the team focus its lists based on geography or subject matter, and by trade press or consumer press.

"With Vocus our lists include more contacts and are more accurate than they have ever been," said Jim Blackmore, National Marketing Director. "The individuals we are communicating with are more receptive to our message because we are better able to target the right people at the right media outlets."

Mensa also takes advantage of Vocus' editorial calendar search feature to determine what stories various publications and broadcast shows want. Using this feature, the team discovered that CBS wanted to do a story about telephone bills. In response, the organization found a Mensa member, a librarian in Atlanta, whom CBS could interview for the story. The segment appeared on the CBS Evening News and a number of local spots.

Vocus Scores High in Mensa Mind Games Campaign

Every year American Mensa hosts an intense weekend of play during which Mensa members judge and critique games released in the past year. After playing games around-the-clock, they choose five games to receive the Mensa Select seal. Past winners of Mensa's Mind Games event include Scattergories and Trivial Pursuit.

For its most recent Mind Games campaign, PR used Vocus to distribute its targeted release announcing the five top games of the year. The coverage from that one release increased by 250 percent over last year's Mind Games campaign, thanks to a more refined way to identify national media.

Easy News Management Streamlines Reporting

> "With Vocus reporting, we have all the information we need to give to leadership at our fingertips."

The PR team tracks anywhere from a few hundred clips a month to a thousand, depending on the time of year and the organization's events. It looks for every mention of the organization's name on both a national and chapter level. With Luce Burrelle's as its clipping service, PR receives all clips electronically through the News Gateway into Vocus. PR can forward clips to members, board members and its local chapters.

Free from boxes of hard copy clips, the organization now codes clips by event, subject matter or any other criterion for easier searching and reporting. PR currently creates quarterly reports, and then specific reports on different campaigns like American Mensa's annual meeting. They'll soon shift to monthly reporting, a task they expect to take on easily with Vocus. "With Vocus reporting, we have all the information we need to give to leadership at our fingertips," Blackmore said

Results: More Coverage, Less Time and Money

Using Vocus as its one and only solution – instead of its previous combined arsenal of a list service, clipping service and individual consultants – provides both cost savings and time savings for PR. "With Vocus, we're very focused and very targeted. Vocus helps us manage our public relations in one central system, allowing us to better serve our very diverse media," Blackmore said.

In addition, Vocus identifies the right people to target at the right media outlets, which has resulted in key placements. Using Vocus for its Mind Games campaign resulted in 21 major stories from one release, whereas the same campaign the year before resulted in only six, an increase of 250 percent.

Plus, the staff's efforts, teamed with Vocus, helped accomplish its goal of being in more national publications, including *American Way*, the magazine serving American Airlines and American Eagle travelers, and *Scientific American Mind*. Mensans and references to Mensa are popping up everywhere in entertainment, such as in movies and now in upcoming episodes of the reality television shows.

Vocus makes it possible for a staff of two professionals, without using outside consultants, to get bigger and better stories using less time and money.

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