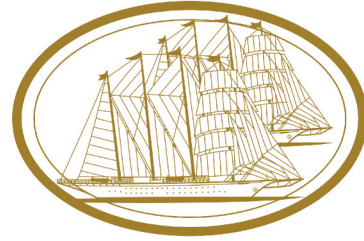


NEWS USA[®] case study



STAR CLIPPERS

Content marketing to access new consumer segments: Niche travel company reaches new publications and consumer segments

Challenge:

Star Clippers offers travelers the ultimate cruising vacation alternative: a tall ship “mega-yacht” experience aboard authentic recreations of the classic clipper ships that ruled the waves during the 19th century. Working with Stuart Newman PR, Star Clippers wanted to increase consumer awareness about the unique experiences that it offers as a travel and vacation option.

Solution:

Stuart Newman PR engaged NewsUSA to distribute a series of news feature articles, using the syndication network to reach a vast national audience and new customer segments. The series of five stories focused on engaging topics ranging from “green vacations” to multigenerational travel to honeymoons.



Reach & Impact:

The five syndicated stories generated 6,000+ total placements across national, regional and local market online and print news outlets, gaining exposure for Star Clippers across a broader audience (300+ million) than it had previously reached and enabling access to new customer segments.

“Star Clippers is very much a niche travel product, and we are always looking for new ways to communicate with consumers on behalf of our client. NewsUSA provides an efficient and effective vehicle for accessing publications and consumer segments we might not ordinarily reach.”

—Buck Banks
Vice President
NewmanPR (PR firm for Star Clippers)

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