



**Tree Day Macedonia - Plant your future!**

# Treeday - communication consulting.

CASE STUDY

MARCH 2010

## TOOLS

- Communication consultancy
- Media Relations
- Event management
- Case study and practices
- Press briefings
- I-to-I working with the journalists

## FROM TREE DAY

- **The communication consultancy and the operational support that we received from Meritor Media exceeded our expectations. To say that we were very satisfied from their services is an understatement.— Boris Trajanov, president Tree Day—plant your own future!**

## Situation

As part of the corporate social responsibility policy Meritor Media offered its services to one of the biggest projects in Macedonia, the “Treeday—Plant your future!” initiative. The Meritor Media Team was responsible for development of the communica-

tion plan and operational support of the implementation of the strategy. Treeday is a citizen association which promotes a nation wide tree planting action organized twice a year. It included over 100 000 participants and a 4 weeks call-to-action and

education campaign. Meritor Media faced the difficulties of engaging media after 4 organized actions, organizing interesting events for media and lobbying for media support and positive journalist reports.

## Solution

The complexity of the Treeday Project demanded a clear communication strategy development and implementation. Meritor Media developed the communication strategy, clearly pinpointing the communication goals that were to be achieved

by the strategy and created the action plan. The Meritor Media team worked closely with the media in order to assure positive media reports and the dissemination of the communication message. Several side projects (Planting without frontiers,

Planting with kids from Zlatno Slavejce choir) were developed in order to attract more media attention and an intense media appearance schedule was developed in order to enforce the call to action campaign and to raise general awareness.

## Result

The activities undertaken by the Meritor Media team contributed to the overall success of the initiative. The agency was responsible for contacting journalist in order to provide media coverage of the events and to provide quality media reports. The communication

consulting and the media lobbying resulted in more than 100 TV, radio and internet reports, numerous media appearances on different TV shows and news editions on the leading TV broadcasters in the country. Meritor Media targeted the media appearances in order to

maximize the effect and to reach the target audiences. For the first time Meritor Media organized the displaying of the Treeday logo on the leading TV stations on the day of the action, in that way improving the visibility and the recognition of the initiative.

## The team that worked on the project

**Rašeljka Maras Juričić**, CEO—acted as a consultant and coordinator.

**Aleksandar Anevski**, Local Director, coordinated the project and guided the media relations.

**Dejan Stojanov**, PR manager, operational and creative management of the project.

## About Meritor Media

Meritor Media is a Croatian PR company that was focused on clients from the ICT industry. Beginning of 2008 Meritor Media became a member Young Network group, one of the leading Portuguese PR agencies. In October 2009, Meritor Media opened an office in Macedonia offering its services and the aggregated international experience to Macedonian companies.