

Case Study

Tanger Outlets

At a Glance

Client: Tanger Factory Outlet Centers, Inc.

Product: Multimedia News Release (MNR)

Goals:

- Generate positive media coverage
- Drive fundraising efforts
- Increase traffic to Tanger's Web site

Benefits:

- Quickly and efficiently got information to the public
- Generated over \$600,000 in the fight against breast cancer
- Garnered over 700,000 impressions
- Tanger MNR boasted 600 page views from Google searches on related news



Challenge

For over 25 years, Tanger Factory Outlet Centers, Inc. has been a leading developer of outlet centers featuring brand name and designer stores. The centers attract millions of shoppers and tourists every year. In 2006 alone, Tanger drew 150 million shoppers, looking for quality name brand merchandise at lower prices. With such a large reach, Tanger believes it is their duty to give back to the communities they serve across the United States.

Since 1994, the company has contributed over \$5.1 million to breast cancer awareness. In the fall of 2007, Pink was the color of savings and hope at Tanger Outlet Centers. From September 20th through October 20th, Tanger celebrated its 14th anniversary in the battle against breast cancer by introducing a 25 percent discount Pink Savings Card, with proceeds benefiting the American Cancer Society and local breast cancer organizations.

Tanger approached MultiVu™, PR Newswire's broadcast and multimedia company, to assist with the promotion of the card.

"The [MNR] was certainly a key marketing element for our campaign. Tanger Outlet Centers raised more than \$600,000 in the fight against breast cancer this year."

Mike Buescher
Director of Marketing/Promotions
Tanger Factory Outlet Centers, Inc.



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Solution

An MNR was recommended to promote the Pink Savings Card, since the MNR could incorporate text, high-resolution photos, posters and social media links. A pink branded page was designed and provided downloadable posters detailing the special offer. The first poster explained the Pink Savings Card, stating that the one dollar purchase fee “will stay in this community to help fund research and improve the quality of life for breast cancer patients.” The second poster displayed Tanger gift cards and described the promotion, which donated 10 percent of all gift card purchases to the American Cancer Society and local breast cancer awareness organizations. Also included in the MNR was a high resolution photo of Tanger President and COO, Steven B. Tanger, at a Relay for Life event.

Strategic Web placement was used as an additional way to distribute Tanger’s MNR. Four distinct text ads relating and linking to the URL of the Tanger MNR were created and were placed on Google in order to increase page hits beyond those generated by the organic search. Finally, the MNR included social media links from del.icio.us, Digg, Technorati, Reddit, newsvine, Google, and Yahoo!. These services offer different ways to bookmark, search for, or share the MNR.

Results

The MNR was distributed on September 12, 2007 with substantial results: downloads from the MNR exceeded 900; there were more than 2,960 hits on the MNR; media outlets viewed the MNR 130 times on PR Newswire for Journalists, with an even distribution of healthcare, public service and retail journalists.

Due to the strategic Web placement, the MNR garnered over 700,000 impressions. Also, the Tanger MNR boasted 600 page views from viewers searching on Google for related news, and each viewer spent an average of five minutes on the MNR once they clicked into it.

The Tanger Outlet Center MNR proved that even without the use of video, a basic MNR can generate a lot of viewer attention, promote a unique call to action and benefit a worthy cause.

About Tanger Factory Outlet Centers, Inc.

Tanger Factory Outlet Centers, Inc. has been a leading developer of outlet centers featuring brand name and designer stores. The centers attract millions of shoppers and tourists every year.



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