

A person is visible in the background, standing in a dark room. The scene is filled with numerous vertical, colorful neon light trails in shades of green, yellow, and blue. These trails are composed of many small, connected segments, creating a complex, maze-like pattern. The person is positioned in the center-right of the frame, looking towards the camera. The overall atmosphere is futuristic and high-tech.

RF | BINDER

**Earning Those Eyeballs
and Leading The Conversation**

Earning Eyeballs + Why It Matters

Consumers view earned media as the most authentic form of marketing.

65%

consider journalists, academics and experts as a go-to-source for brand info – right behind their family and friends.

56%

think brands spend too much time looking for ways to force them to pay attention and not enough time thinking of ways to make them want to pay attention.

73%

of marketers affirm that earned media contributes greatly to customer loyalty efforts, building brand awareness and sustaining brand health.



So, What Makes a Story Newsworthy?

They Get Me – They *Really* Get Me

Stories that get to a real human insight or truth – that’s relatable to the masses or a targeted audience – win the hearts of media and can generate some serious social buzz.



CNN Reese's created a machine to swap out all the Halloween treats you hate

FOOD & WINE

Reese's Created a 'Candy Exchange Vending Machine' to Swap Out All the Halloween Treats You Hate

US Reese's Candy Exchange Vending Machine Is Here to Revolutionize Halloween and Swap Unwanted Treats

DON'T LIKE YOUR HALLOWEEN HAUL? REESE'S HAS A CANDY MACHINE FOR THAT



Wait, What?!

Unexpected and culturally relevant content and activations that make media and consumers say, “wait, what?” command media attention and drive consumer brand love.

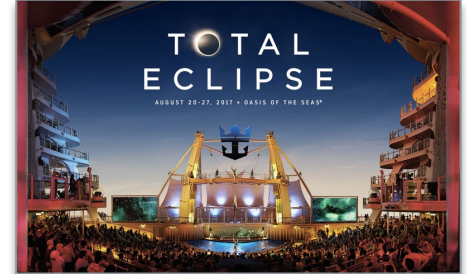


Bonnie Tyler will perform 'Total Eclipse of the Heart' during total solar eclipse



billboard

Bonnie Tyler Will Perform 'Total Eclipse of the Heart' on a Cruise Ship During the Total Solar Eclipse



HUFFPOST

Bonnie Tyler Will Sing Her Hit 'Total Eclipse of the Heart' During The Eclipse

TIME

Bonnie Tyler Will Sing 'Total Eclipse of the Heart' During the Actual Eclipse

So, What?

What's the "so, what?" for readers. Media want to tell their story and incite consumers to be a part of it – whether it's an e-commerce play, IRL experience or social call-to-action.



TRAVEL+ LEISURE

JetBlue Will Deliver You an Authentic New York Pizza If You Live in L.A.

USA TODAY

JetBlue to deliver fresh NYC pizza to Los Angeles



FAST COMPANY

JetBlue will deliver N.Y.C. pizzas to L.A. for \$15 or less

Oh My [Gasp]...

Media and consumers love a good surprise and delight – but it needs to be culturally relevant, captured in the moment – and be authentic.



COMPLEX

USA
TODAY

People

Chance the Rapper Surprises
Riders as He Poses as a Lyft Driver
for His SocialWorks Charity

RollingStone

**Watch Chance the Rapper Go
Undercover as Lyft Driver**

Rapper pretends to be bad freestyler in video to spotlight ride-sharing app's partnership with New Chance Fund



#TrendingNow

Brands that capture and respond to what's happening in-the-moment on social media grab media attention and consumer mindshare.



Where's the cream cheese? Apple leaves it off bagel emoji

FOOD & WINE

Apple Realizes the Error of Its Ways, Gives Us the Bagel Emoji We Deserve

PHILADELPHIA @LoveMyPhilly

We think that a #BagelEmoji without cream cheese is a #SadBagel, what do you think? #ItMustBeThePhilly


1,132 · 5:53 PM · Oct 4, 2018



82% Give me my cream cheese!

18% I like dry, sad bagels

13,174 votes · Final results



PHILADELPHIA @LoveMyPhilly

Hey @Apple and @Unicode, so glad you realized what everyone else knows: a #BagelEmoji can't exist without cream cheese. We want to help you celebrate the update. DM to tell us when we can deliver breakfast.

2,386 · 5:33 PM · Oct 16, 2018

275 people are talking about this



Schmear campaign?
Apple adds cream cheese to bagel emoji after uproar

POPSUGAR.



REFINERY29

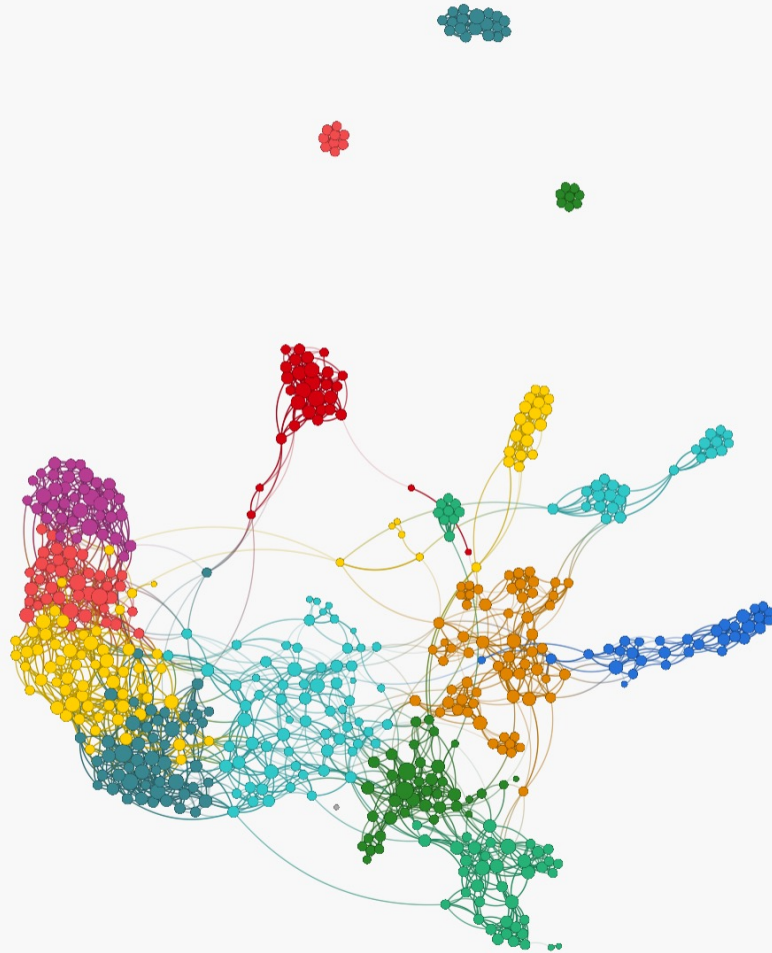
Don't Hate, Collaborate

An on-brand collaboration – in partnership with a relevant cultural figure or brand – timed to the right moment in time gets attention.



Where's Your Next Opportunity?

It's time to mine stories and online chatter to find a current-day conversation that's ownable for your brand—identify your 'whitespace'. Reach out to media@rfbinder.com learn more about our insights-driven approach to earning eyeballs and leading the conversation.



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