

*Please share an example of a communication that was published in multiple different channels for both internal and external audiences (E.g. leaders, employees, members, media, social, etc.). What was your role in this project and how did the message change for each channel and why?*

In record time during the onset of the COVID-19 pandemic, my team rolled out this cross-platform marketing launch for our new PlexiGuard product, using a multi-touch , multi-platform strategy.  
<https://www.bondbrandsinc.com/campaigns/>

My role: Concepted, wrote and distributed content for all platforms in this 10-point campaign.

1. **Press release** re: PlexiGuard launch: [https://cdn2.hubspot.net/hubfs/273433/Press%20Releases/PlexiGuard PR\\_0420.pdf](https://cdn2.hubspot.net/hubfs/273433/Press%20Releases/PlexiGuard_PR_0420.pdf)

Target audience: the media

Message goal: to inspire the media to report on the launch of PlexiGuard by U.S. manufacturer Xybix Systems, a new product for keeping in-office employees safe during the COVID-19 pandemic.

2. **National TV coverage.** Xybix PlexiGuard featured on *ABC Nightline*.



Target audience: general population of consumers and business people.

Message goal: to spread the word and show the actual production of PlexiGuard shields for in-office workers during COVID-19; to emphasize the innovation and speed with which Xybix Systems was pivoting to keep workers safe.

**3. Social Media** on Facebook, LinkedIn and Twitter: <https://media.journoportfolio.com/users/3608/images/f99ab97e-dc96-41e6-8423-6e7bf76c97c4.png>

Target audience: followers on Facebook, LinkedIn and Twitter.

Message goal: To express through leadership in a national conversation that was happening: how to return safely to the office, especially for mission-critical industries.

**4. Thought Leadership** on LinkedIn: “When Employees Return to Work: 3 Ways to Show You Care”  
<https://www.linkedin.com/pulse/when-employees-return-work-3-ways-show-you-care-doug-herman/?trackingId=djIEqhJcqMW4JMKrxDwwfQ%3D%3D>

Target audience: LinkedIn followers of Xybix’s VP of Sales, Marketing and Design.

Message goal: to show the thought behind the creation of “PlexiGuard” —to make employees feel safe returning to work during COVID-19.

**5. Product Launch Video** on Youtube and other social media:

Target audience: Video is the best way to move hearts and minds of followers on social media. And the shorter, the sweeter. I wrote and produced this product launch video for visual storytelling around Xybix’s PlexiGuard.



**“WHAT THE RETURN  
TO WORK LOOKS LIKE”**

**INTRODUCING  
PLEXIGUARD  
FROM XYBIX**

Message goal: to show empathy for in-office workers and peace of mind knowing they could safely return to (or continue) work in-office, with Xybix’s PlexiGuard.

#### **6. Local TV coverage on Denver Channel 7:**



**DENVER  
CHANNEL 7 NEWS**

**“SOCIAL  
DISTANCING  
WORKSPACES”**

FEATURING



ORIGINALLY AIRED

4/27/20

Target audience: general local audience of Denver-area TV news watchers.

Message goal: To show the audience not only the innovation and practicality of Xybix's PlexiGuard, but the "local company makes good" human-interest aspect of the story.

**7. Youtube playlist** for PlexiGuard: <https://www.youtube.com/playlist?list=PLZrc4Bv6gYLLV6Zn80qG9XvtoP5AnX74X>

Target audience: prospective and current users of Xybix's PlexiGuard product.

Message goal: to show the ease of installation and use, as well as the durability and functionality of the PlexGuard product.

**8. Drip/email campaign:** <https://media.journoportfolio.com/users/3608/uploads/2953801f-99da-40c2-ba8d-ac12681a0458.pdf>

Target audience: Xybix' database of customers and prospects in mission-critical jobs. I segmented out campaigns for audiences of: 911/Dispatch, Healthcare/hospitals and radiology labs; Command and Control (public safety, law enforcement, military).

Message goal: to communicate, in a series of email spaced over time, the availability, accessibility and peace of mind available through purchasing Xybix PlexiGuard.

**9. Brochure:** <https://media.journoportfolio.com/users/3608/uploads/8740091a-3903-49a2-8dc2-a9e4c76314f5.pdf>

Target audience: prospects and existing customers of Xybix. The print brochure was provided to prospects at in-person sales calls by the sales

team. A digital version was available for the sales team to email their contacts, as well.

Message goal: To outline, with compelling visuals, the features and benefits of PlexiGuard for mission-critical on-site employees.

**10. PlexiGuard Landing Page:** <https://www.xybix.com/acoustic-panels-for-dispatch-and-medical-workstations>

Target audience: anyone interested in learning more about about the PlexiGuard product.

Message goal: to provide a single source of truth for all things PlexiGuard. Links to this page were included in all ancillary PlexiGuard communications.