

MSR Case Study



SITUATION ANALYSIS:

CPP's flagship product, the Myers-Briggs Type Indicator® assessment is well known throughout corporate HR departments and university career counselor offices as the gold standard of personality assessments. CPP itself, however, was much less recognizable as a force in organizational psychological consulting. Despite its full suite of career and personal development products (including several other major assessments such as the CPI 260® and TKI), staff of PhDs and workplace training experts, and active research department, the company was typically only recognized when associated with Myers-Briggs.

Additionally, despite broad applications that range from corporate leadership training to marriage counseling, the Myers-Briggs assessment needed to expand its relevance beyond simply being a career selection tool. More importantly, however, the perception persisted that the Myers-Briggs was an effective screening tool. This notion was not only inaccurate, but also completely in opposition to CPP's code of ethics for the instrument and company philosophy.

STRATEGY & EXECUTION:

MSR began working with CPP in spring 2007, and created and executed a plan that would accomplish several major goals. First, we needed to increase awareness of CPP as a brand, establishing it as the source for not only the Myers-Briggs instrument, but also for its numerous additional assessments and related products, vast body of literature and research, and general expertise in all things related to organizational psychology. Additionally, we needed to educate the public regarding the vast potential uses of the Myers-Briggs assessment as well as dispel misconceptions, so that people saw it as not only an HR tool, but as a source of invaluable information about oneself that could be used to help people, departments and entire organizations reach both professional and personal goals.

Our initial priority was to establish CPP among the HR and workforce related vertical industry trade publications. Despite the company's strong market position and high-profile flagship product, it had garnered very little media coverage in the past, and reporters were generally familiar with the company by name only. MSR executed an aggressive issues-based campaign designed to draw attention to the workplace applications of CPP's other products and its usefulness as a workplace resource. Initially we leveraged familiarity with Myers-Briggs heavily – but over the long term we used that association as an introduction to the full scope of CPP's offering.

Another top priority of MSR's strategy involved inserting CPP into the thought circles of C-level executives and key decision-makers by expanding the company's messages and reach into the global lexicon through national business media outlets. We leveraged case studies, thought-provoking theories, as well as timely issues such as how individuals may reach their leadership potential, reduced workforces and economy-related stress to secure briefings with key reporters.

Finally, we worked to expand CPP's appeal to a consumer audience by highlighting well-founded but less-known uses of the Myers-Briggs assessment to demonstrate its use in personal life. MSR worked very closely with key members of CPP's staff of psychologists and consultants to develop pitch angles that would appeal to a consumer audience, and pursued writers at consumer and lifestyle publications to secure briefings.

RESULTS:

Thanks to MSR's work, CPP has increased its media presence in HR industry trades, consumer/lifestyle publications, and national business news outlets manifold. This work has helped to expand perceptions regarding the wide ranging uses of the Myers-Briggs instrument, as well as clear up misconceptions regarding appropriate usage. More importantly, however, the company is successfully making the transition from being seen as a side-note to Myers-Briggs to a leader within the HR, workforce, and organizational psychology spaces.

MSR has secured placements for CPP in articles in all of its relevant industry trade publications such as Human Resources Executive, Talent Management, Diversity Executive, CFO, as well as mainstream and business publications such as Wall Street Journal, San Francisco Chronicle, The New York Times, The New York Times Magazine, FOX News and the Washington Post and many others.

"I can always count on MSR to deliver results! I am very impressed with their ability to pitch great stories and get hits in high profile media such as The Wall Street Journal and The New York Times. MSR is intelligent, creative, poised, professional and results-oriented."

—Leah Walling, Director of Marketing Communications, CPP