



## Cookerly Helps Home Builders Association of Georgia “Take Back” Insurance Company

### Overview

Representing more than 13,000 members, Home Builders Association of Georgia (HBAG) supports 37 local home builders associations advocating for the housing industry at the local, state and national level. Actively involved in government and regulatory affairs, HBAG’s focus is to protect the interest of its members and the Georgia home building industry.

When an article in the *Atlanta Journal-Constitution* reported that Builders Insurance (BI), a mutual captive company founded by HBAG to provide members with affordable workers’ compensation insurance, had become a “financial jackpot” for the BI directors at the expense of builders – HBAG took action. HBAG engaged Cookerly Public Relations to support an aggressive campaign urging member/policyholders to vote to “Take Back” control of Builders Insurance, a company they rightfully owned.

### Objective

Cookerly Public Relations was charged with developing a hard hitting communications strategy to rapidly raise visibility for this issue while simultaneously educating and creating a sense of urgency among the voting membership to support HBAG.

### Strategy & Tactics

A multi-layered strategy was developed to facilitate the quick dissemination of information:

- A presentation to more than 150 homebuilders at the HBAG Spring Board Meeting “kicked off” the campaign with local association meetings scheduled as follow up.
- Proactive media efforts ensured prominent exposure at the state and local level. Interviews with reporters statewide included both state and local association representatives.
- Key messages were pinpointed to concisely communicate the importance of the campaign motivating the target audience to take action.
- Comprehensive communication materials supported all efforts of the fight. A direct mail solicitation, “Georgia Home Builders Act Now!” was mailed to 13,000 HBAG members highlighting the importance of the issue and the need to act now. Articles for industry publications, letters- to- the- editor, phone scripts and information sheets were provided.
- Leveraging the local associations’ relationships with their members, Cookerly designed a grassroots marketing initiative utilizing respected local home builders to maximize the message impact.

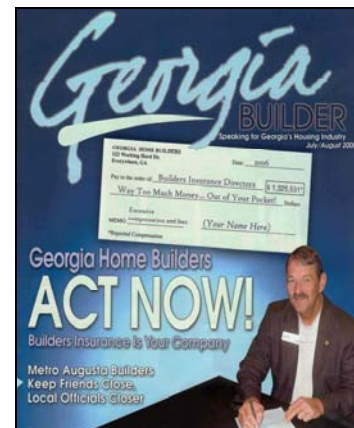
Throughout the process, Cookerly provided strategic input on all aspects of the campaign.



### Highlights

Cookerly developed a hard hitting communications strategy to launch the Home Builders Association of Georgia’s “Take Back” Builders Insurance campaign.

An aggressive statewide media effort combined with a highly targeted grass roots initiative ensured maximum awareness.



## Results

Securing more than 70 media placements within the first three weeks, Cookerly rapidly ramped up visibility for the campaign. Coverage included radio, print and online exposures. Articles were featured in key local, state and trade publications.



More than 30 local home builders associations participated in an ongoing grassroots initiative. Aggressive telemarketing combined with local association and individual meetings enhanced the media effort and rallied the membership to support the campaign.