



Metropolitan Group

Communications that make a difference.

# Coordinating Marketing and Program Goals



**NCSHA – PORTLAND**

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# Clarity of goals and outcomes

- Measurable
- Tied to timeframe



# Audience segmentation and understanding

- Who needs to act to create change
- Prioritization of segments
- Knowledge of segment needs, values and positioning
- Pathways and channels



# Message, messenger and medium

- Overarching elevator message
- Core messages (3-5)
- Customized sub-messages by segment
- Messenger with valued voice
- Trusted source as medium



# Affordable redefined

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- Move from handout myth
- To safe, decent and affordable
- Working families/working people
- Total quality of life
  - Is one hour from your child's school affordable?



# Public will building

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- Public will vs. public opinion
- Links to closely held values
- Use of integrated person-to-person and traditional media
- Sustainable change through new normative community value



# Communications of engagement

- Interaction and dialogue rather than barrage
- Use of questions and conversation starters
- Community ownership of issues/ambassadors



# Leveraged campaigns

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- Partnership development
  - partner outreach as a media
- Media sponsorship
- Campaign sponsors



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# Questions and Discussion



# Agency background

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- Services

Marketing and branding

Graphic design

New media

Cross-cultural communications

Public relations

Public affairs

Resource development

Organizational development

- Clients

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Corporation for Enterprise  
Development

ShoreBank Corporation

State of Oregon

Enterprise Foundation - Portland

Habitat for Humanity

Portland Bureau of Housing and  
Community Development

College Housing Northwest

Portland Housing Center

And many others



# Contact information

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