

NEWS USA[®]

Trusted Original Content

Reaching millions through guaranteed media placements.



Case Study:

GAF – North America’s Largest Roofing Manufacturer

About the Client:

GAF (founded in 1886) has become North America’s largest manufacturer of commercial and residential roofing, generating nearly \$3 billion in annual sales. The company prides itself on helping property owners and architects “make the best and safest roofing choices.”

Goals:

Increase awareness of the GAF brand, award-winning products and special campaigns while also positioning the company as a leader in both the green and “Made in the U.S.A.” movements.

Solution:

NewsUSA’s staff wrote and distributed a series of six print news articles, six Social Syndication stories, and three radio spots designed to reinforce GAF’s message across a wide audience. Where sensitivity was required in promoting a particular product (“The Next Time: Lessons Learned From Hurricane Sandy”), we supplied it. Where a bit of rah-rah spirit was required in supporting a corporate-image campaign (“Roofs for Troops’ Helps Struggling Military Families”), we supplied that, too. And we even came up with our own attention-grabbing angle for extolling the virtues of certain shingles (“Selling Your House: Which Fixes Are Worth It to Lure Buyers?”).

Results:

The “traditional print” articles alone generated **5,101 hits**, both online and in print, and GAF was able to view its real-time results—including screen grabs—online using its own access code. (Downloadable reports, including Excel, were right there.)



Top hits included:

- the Boston Globe
- the San Francisco Chronicle
- Newsday
- the Miami Herald
- the Houston Chronicle
- the Denver Post
- the Sunday Star-Ledger
- the Columbus Dispatch
- the Arizona Republic
- the Cincinnati Enquirer
- the Kansas City Star
- the Wichita Eagle
- the San Jose Mercury News
- the St. Louis Post-Dispatch
- the Buffalo News
- the Raleigh News & Observer
- the Sacramento Bee
- the Las Vegas Review-Journal
- the Fort Worth Star-Telegram
- the Minneapolis Star Tribune
- the Tacoma News Tribune

Total Traditional Print Placements: **5,101**

Total Reach: **392,478,783**

Total Ad Equivalency Value: **\$2,228,815.01**

In addition, Social Syndication and radio releases garnered **another tens of millions** readers/listeners.