

Missy Burchart, APR

accreditation achieved in 2011



"I am so happy that I took this important step in my career. This is such a huge proof point for our profession and should be a source of pride for anyone who achieves this title. I would encourage PR professionals, no matter what age, to work for their APR. It was a rewarding experience that strengthens my commitment to the profession and helped to hone my skills."



Readiness Review Case

General Motors E85

Days of Summer/Fall

Believing that ethanol has the greatest short-term potential to reduce U.S. oil consumption, reduce oil imports and reduce carbon emissions, GM Chairman Rich Wagoner made it a priority across all GM businesses to promote E85 and its benefits.

Research: Message research, media analysis and content analysis on the topic of ethanol

Objectives:

- Increase awareness of ethanol with consumers 18-64 in target markets by 25%
- Increase sales of GM FFVs 15% by fourth quarter 2008

Planning: Mullen, an advertising and public relations agency* created and implemented General Motors' E85 Days of Summer/Fall consisting of a series of three-day programs June-November in target markets which included editorial board meetings, consumer facing activities, presence at local sporting events, 85 cents per gallon pump promotions, promotional giveaways and E85 ethanol public forums.

Evaluation:

- Primary quantitative research in the form of mall surveys to targeted zip codes in 13 markets showed an approximately 20% increase in awareness of ethanol, E85 fuel and FFVs.
- Sales numbers provided by Chevrolet marketing and sales showed a 7% increase in FFV sales in 13 target markets.



**Missy's primary role with Mullen in 2007 was to work with the GM clients in developing the plan, implementation with the GM team and overseeing the Mullen account executives who reported to her on this program. She co-presented the plan along with a vice president and was responsible for presenting status updates to the client.*

