



**KEY DATES & STORY TRENDS**

**72POINT.**

part of **swns** media group

**STATS INTO  
STORIES**

**MAKE A  
SPLASH  
THIS SUMMER**

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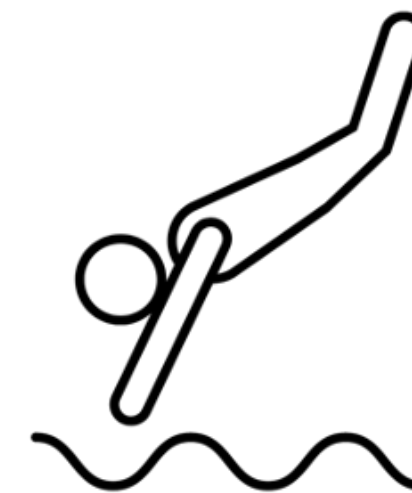


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STATS INTO STORIES

THERE ARE **MANY OPPORTUNITIES** TO  
EARN EXTENSIVE MEDIA COVERAGE  
WITH DATA-LED STORYTELLING **THIS SUMMER**

**LET'S DIVE IN**



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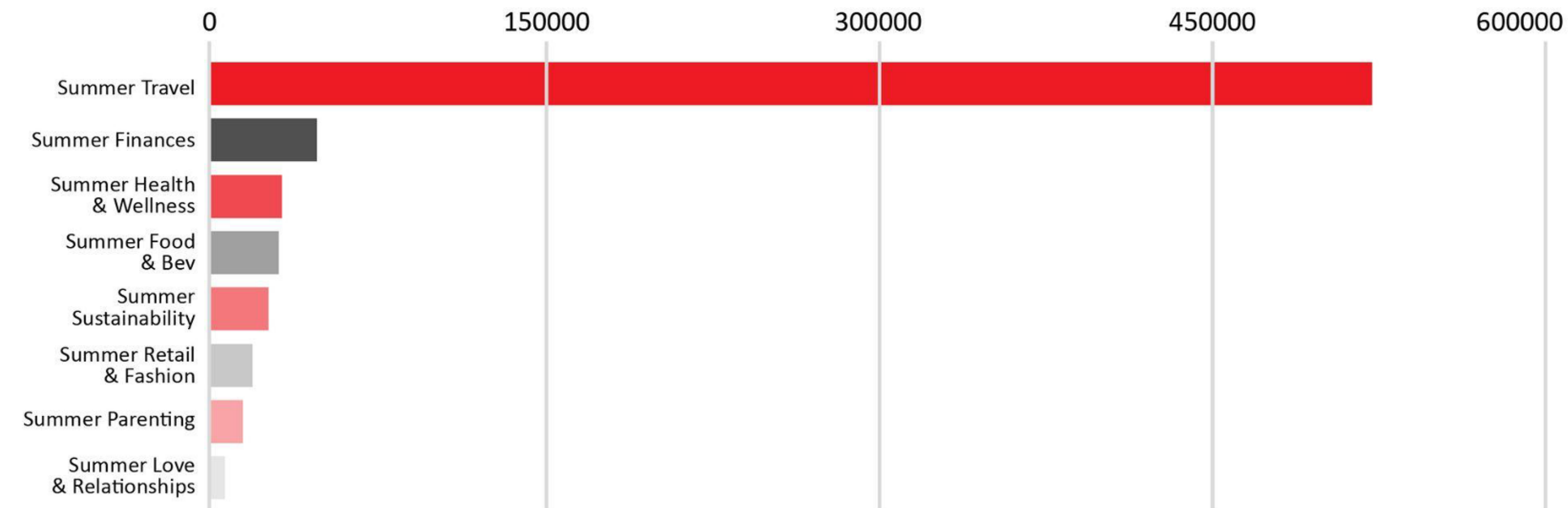
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STATS INTO STORIES

# LAST SUMMER'S TOP TALKING POINTS: TRAVEL, FINANCES, HEALTH, FOOD

Number of articles by search

Summer Travel Summer Health & Wellness Summer Food & Bev Summer Retail & Fashion  
Summer Parenting Summer Finances Summer Love & Relationships Summer Sustainability



DATA SOURCE: SIGNAL AI, MAY - AUG '22

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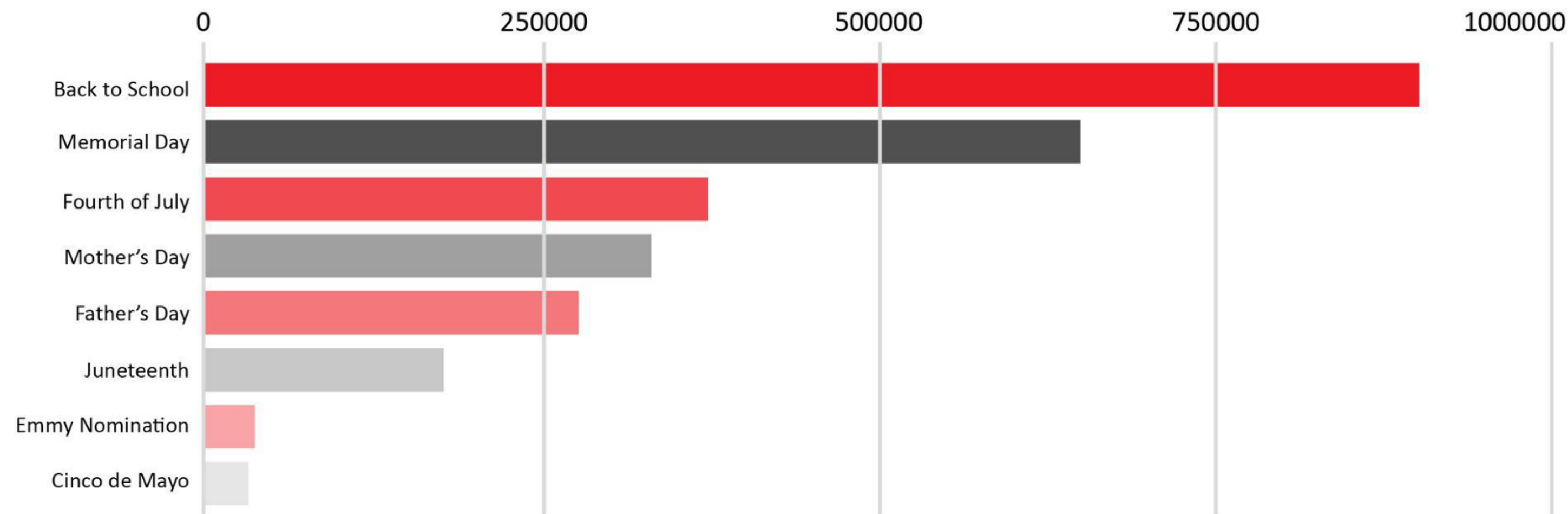
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STATS INTO STORIES

# TOP THREE MOST COVERED DATE PEGS: BACK TO SCHOOL, MEMORIAL DAY, 4TH JULY

Number of articles by search

Mother's Day Father's Day Fourth of July Emmy Nominations  
Back to School Memorial Day Cinco de Mayo Juneteenth



DATA SOURCE: SIGNAL AI, MAY - AUG '22



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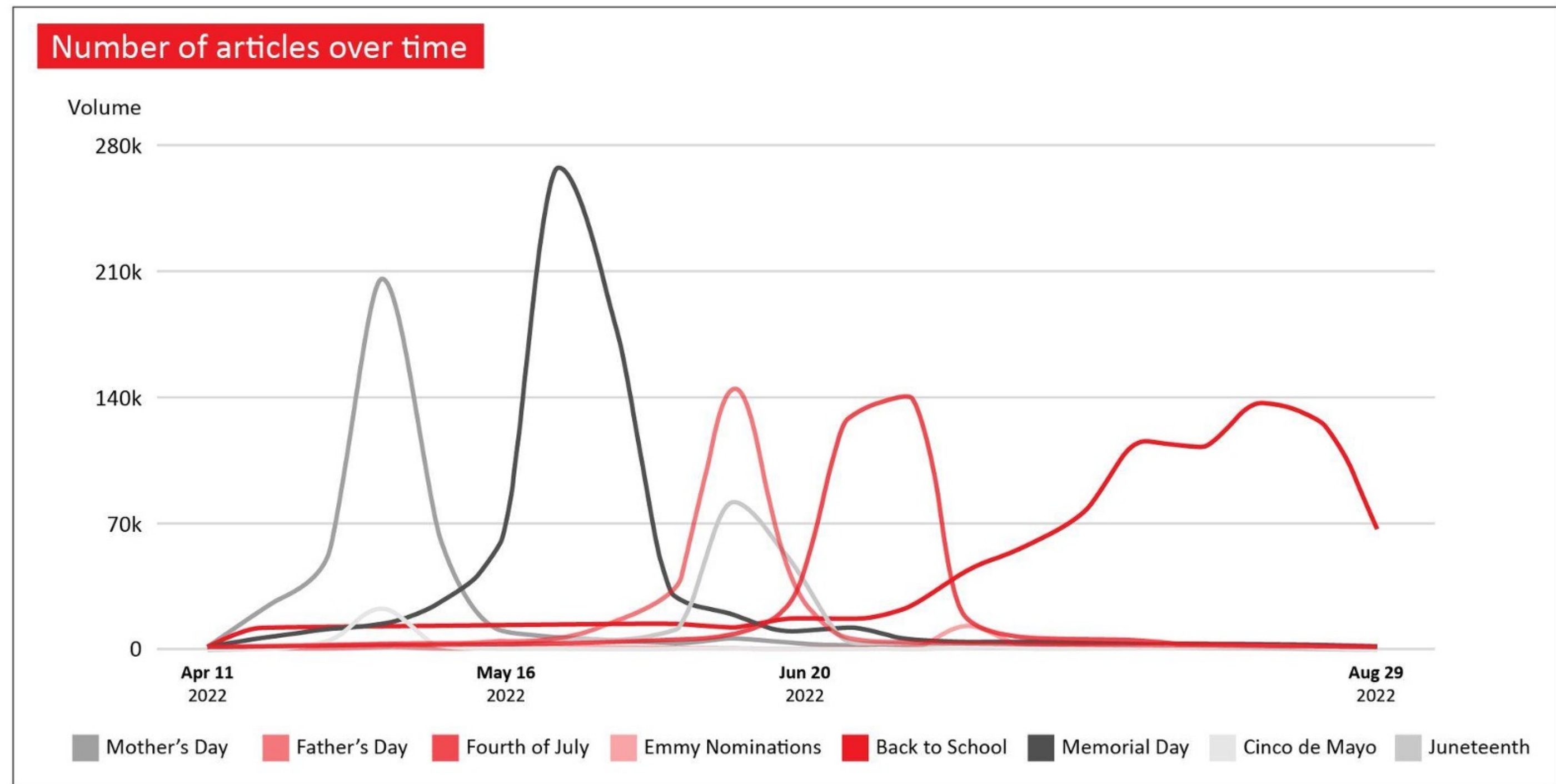
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STATS INTO STORIES

# DATE PEG COVERAGE

## PEAKS AND DIPS THROUGH THE SUMMER



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STATS INTO STORIES

# OUR DATE PEG FORECAST FOR LATE SPRING & SUMMER

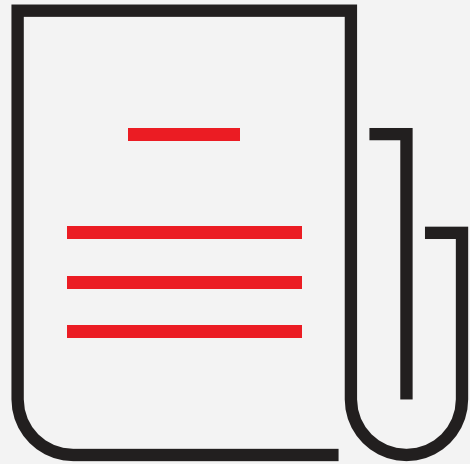
- 🌻 Mother's Day stories peak the first week of May & decline sharply after
- 🍜 Food stories during this season generally peak during Memorial Day weekend
- 🇺🇸 4th of July stories have 2-week media relevance: incline late June, decline by 4th
- 👗 Parenting stories decline sharply over 4th of July, while fashion & retail increase
- 🍏 Back to school stories will have a steady incline early July & peak mid-August
- ✈️ Travel stories peaks are Memorial Day weekend, 4th of July & end of summer
- 👨👩 Parenting & travel stories will need to “double-dip” into other topics to stand out



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## CASE STUDY: SUMMER FRIDAYS ARE THE KEY TO HAPPINESS

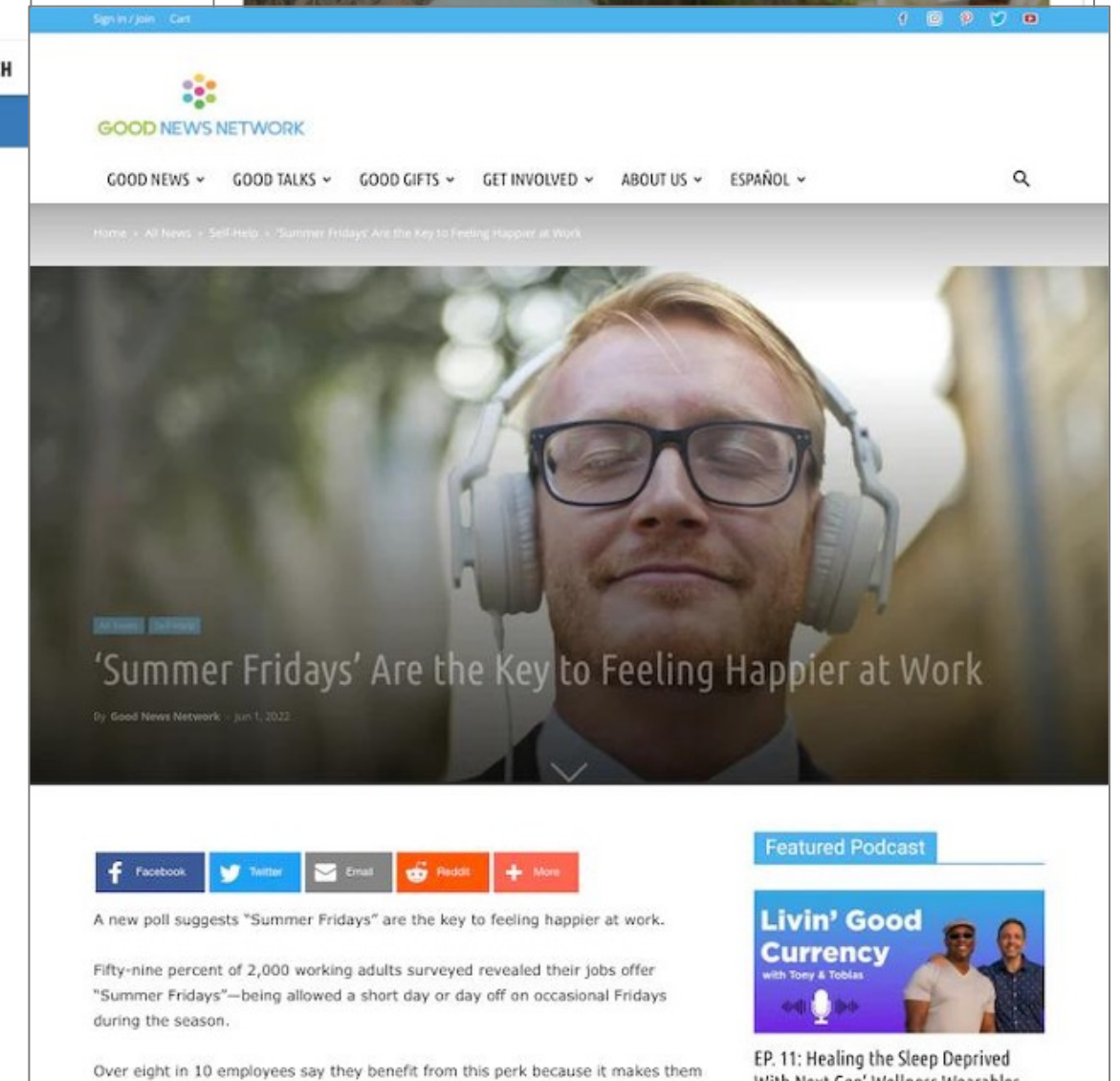
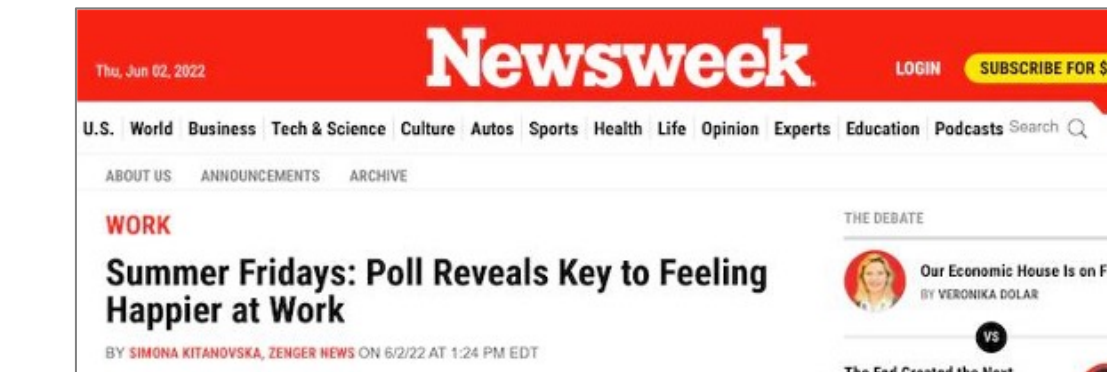


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# SUMMER CASE STUDY: WISETAIL

- Our research for Wisetail, a Learning Management software company, looked at the correlation between weather and productivity. The data revealed just how much Americans love Summer Fridays.
- While “work” is not a traditionally popular topic during the summer, our survey-led story “Summer Fridays are the key to happiness” was highly topical & conversational.





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## CASE STUDY: SUMMER FRIDAYS ARE THE KEY TO HAPPINESS



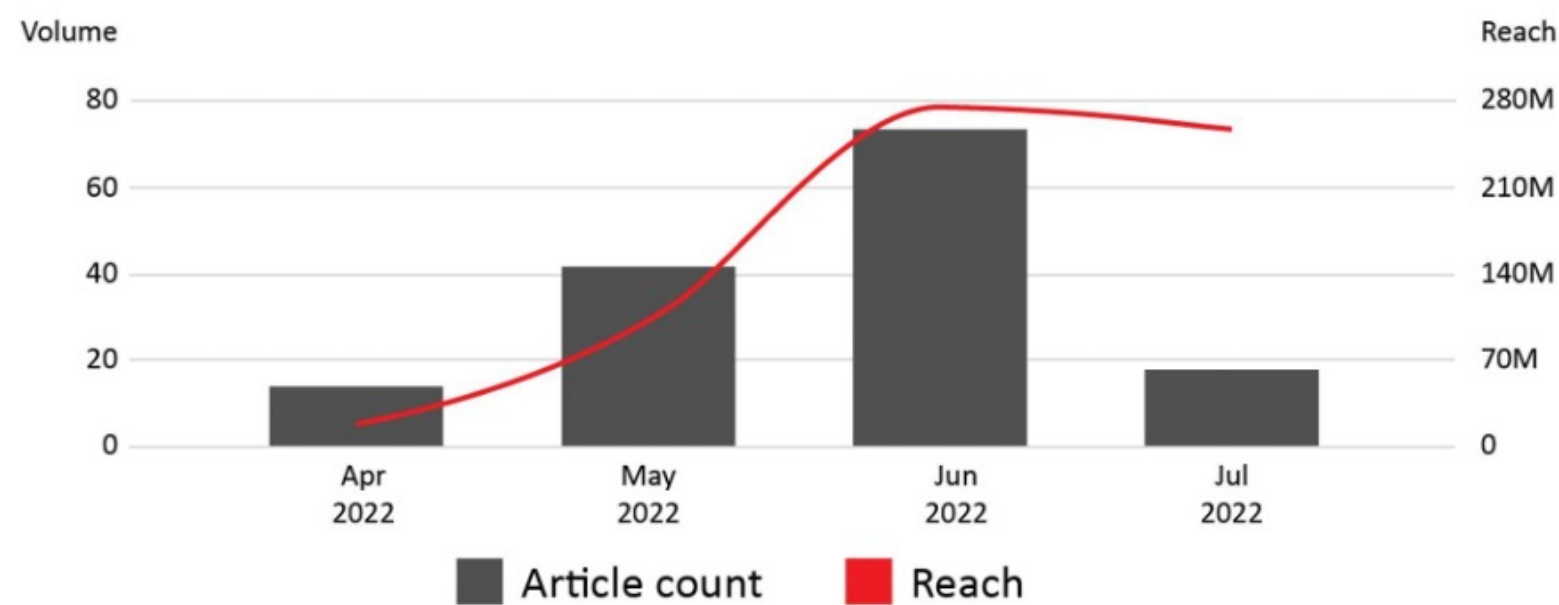
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# CASE STUDY: WISETAIL

- The story achieved over **116 pieces of earned media coverage through June**, generating **13.8 million views**, and regional broadcast hits too.
- High-ranking titles that covered the story & linked to the Wisetail site included **Good News Network, The U.S. Sun, New York Post** and **Yahoo**.

Article count over time



## The Correlation Between Good Weather and Productivity

**59%** of working Americans revealed their jobs offer **"Summer Fridays"** – being allowed a short day or day off on occasional Fridays during the season



**85%**

of them said they **feel happier at work** because of this perk

DATA SOURCES: COVERAGEBOOK + SIGNAL AI



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**CASE STUDY:**  
**SUMMER FRIDAYS**  
**ARE THE KEY TO**  
**HAPPINESS**

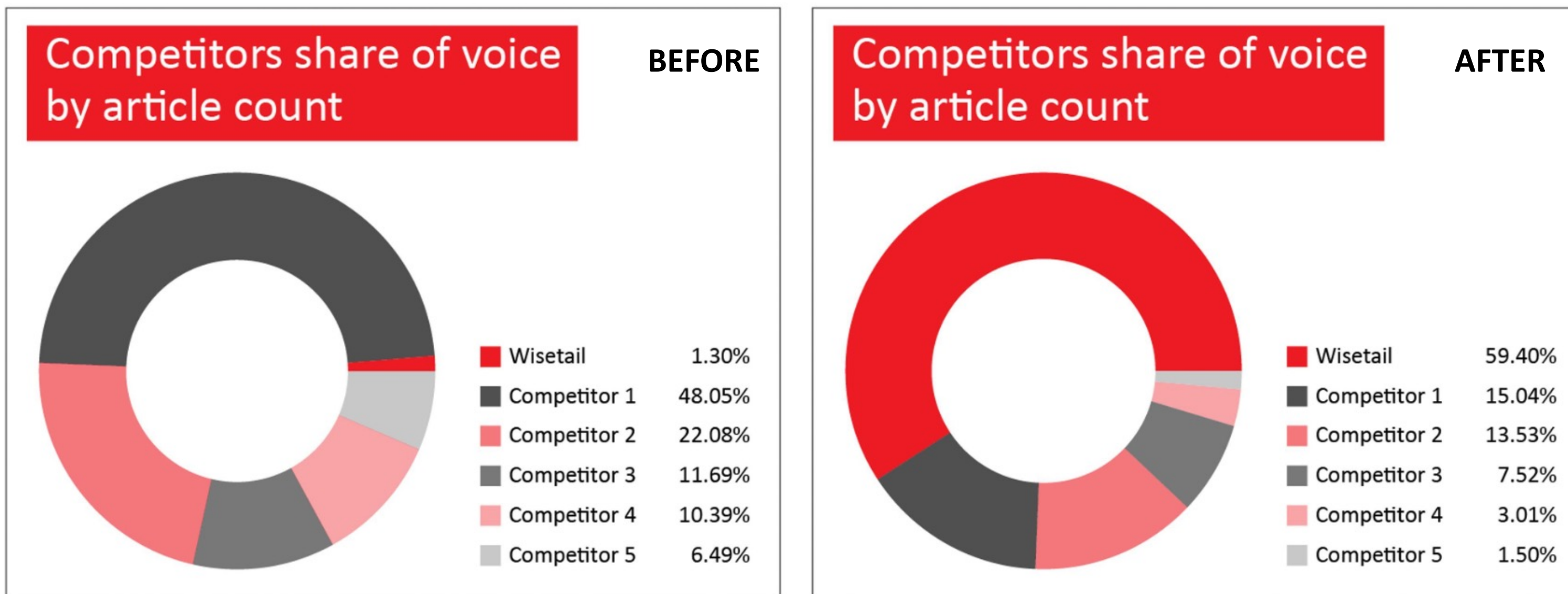


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# CASE STUDY: WISETAIL

- We measured the brand's **share of voice** by news article count before & after the campaign.
- In just a two-week period after the release of the story, the SOV across all media increased from 1.3% to 59.4% vs the brand's closest competitors.



DATA SOURCE: SIGNAL AI

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STATS INTO STORIES

**OUR SURVEY STORIES ARE POWERED BY ONEPOLL**

**LAST SUMMER, ONEPOLL ACHIEVED**

**12,787** MENTIONS  
IN U.S. MEDIA  
OUTLETS

**23%** SHARE OF VOICE  
VS THE LARGEST  
RESEARCH COMPANIES

**onepoll.**

DATA SOURCE: SIGNAL AI, MAY - AUG '22

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# OUR EARNED MEDIA PACKAGE DELIVERS:

- ACCESS TO OUR **POLLING** INFRASTRUCTURE
- UNIQUE SURVEY **STORY** WITH MESSAGING & QUOTES
- DISTRIBUTION TO **HIGH-RANKING** MEDIA OUTLETS
- REAL **EARNED MEDIA** COVERAGE FOR YOUR BRAND
- RESULTS **GUARANTEED.**



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# LET'S TALK!

ASK FOR INFO, REQUEST A RATE CARD, SUBMIT A BRIEF  
+ WE CAN PROVIDE INSIGHTS FOR YOUR BRAND SECTOR & TOPICS OF INTEREST

CONTACT YOUR **ACCOUNT MANAGER** OR  
EMAIL **HELLO@72POINT.NEWS**