

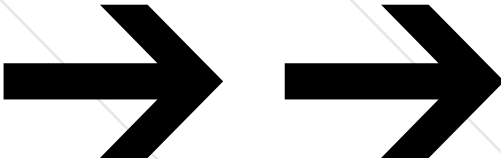
2006 COMMUNICATIONS REVIEW



BBB

Advancing trust in the marketplace.

CONTENTS



COMMUNICATIONS OBJECTIVES

Meeting our strategic plan 3

BBB IN THE NEWS

Coverage increases again 4

RECOGNITION

Delivering award-winning service 5

OBJECTIVES

How We Did

Increasing BBB Visibility

BBB visibility increased in 2006 with participation in more than two dozen expos, presentations and special events including successful free shredding events and the inaugural Torch Award luncheons. Design and copywriting projects including Senior Solutions flyers, expo displays, print advertising and the 2006 BBB Foundation Annual Report also were completed in addition to general public relations efforts.

Improving awareness through local media

The BBB exceeded its communications goals for 2006, increasing media coverage over last year by more than 25 percent and total opportunities to see by 41 percent. More and more, local media are initiating contact with the BBB as we establish our organization as a resource for information. In 2006, the BBB was contacted more than 24 times for story development or comment by media outlets including WMBB, the Pensacola News Journal and Dateline NBC.

Add value for our members

Member benefits assisted by BBB communications efforts included positive press coverage of several local members that received Torch Awards. Redesigns of the BBB Tips Page, member newsletter and inquiry postcard also improved both the look and message of key member communications and benefits.

IN THE NEWS

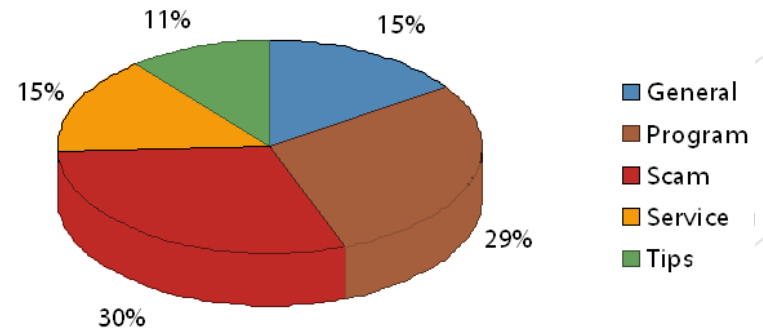
Media Occurrences: **745**

Opportunities to See: **3,757,966**

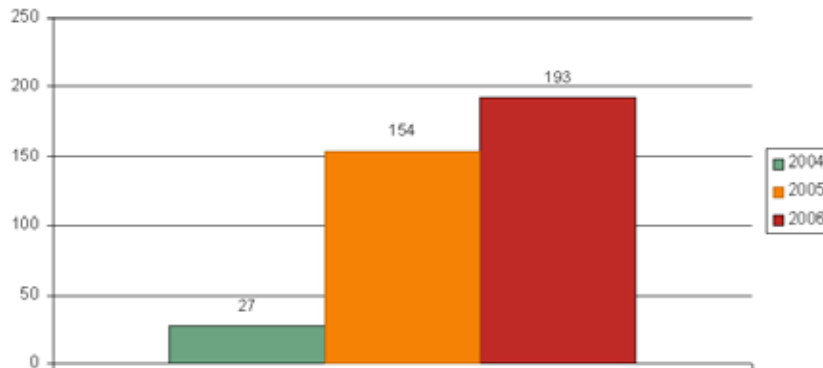
Estimated Value: **\$105,000**

MEDIUM	INSTANCES
SPEECHES	14
ONLINE ARTICLES	41
PRINT ARTICLES	90
RADIO SPOTS/PSA	27
TRADE SHOWS	6
TELEVISION	22

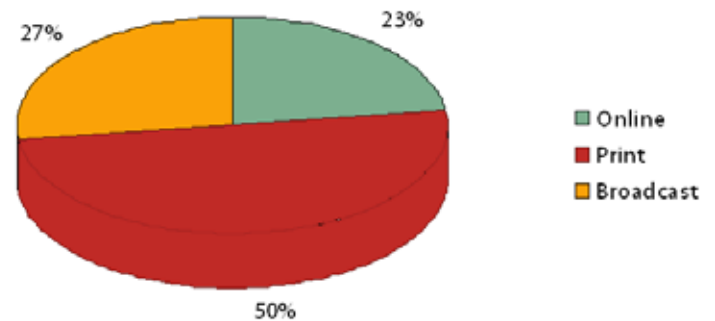
Coverage by Topic



Coverage by Year



Media Mix



RECOGNITION

No good deed goes unnoticed

In 2006, the BBBs consistent efforts to promote itself and its mission earned accolades from from several area chambers of commerce. The BBB of Northwest Florida also was recognized at the 2006 International Assembly of Better Business Bureaus for is broad campaign focused on educating and informing businesses and consumers in the Florida panhandle. Awards bestowed on the BBB of Northwest in 2006 include:

- Small Business of the Month - Pensacola Bay Area Chamber of Commerce
- Small Business of the Month - Santa Rosa County Chamber of Commerce
- Small Business of the Month - Pace Chamber of Commerce
- Outstanding Bureau Award for Overall Communications - Council of Better Business Bureaus

