



Arkiva

In the aftermath of the destructive 2005 hurricane season Arkiva was created to provide peace of mind to home and business owners by offering them an affordable digital storage solution for precious belongings. Designed as a means to ensure one's insurance, the inventory is housed on multiple protected secure servers and is untouchable should a natural disaster, theft or accident arise. Primetime PR and Marketing was challenged to develop a media strategy that would include branding, messaging and positioning, collateral development and media outreach for the new company.

After months of changing taglines, filming a VNR and deciding on key message points it was time for the launch of Arkiva. While at The National Hurricane Conference in Orlando with Max Mayfield and Dr. Gray, Arkiva made their national debut at a press conference. Within a month, Arkiva was on 75 plus television stations throughout the country including CNN's Situation Room and were also featured in the South Florida Business Journal, South Florida Sun Sentinel and other local publications.

Primetime realized having a well-known spokesperson would validate Arkiva's purpose and mission and suggested they meet with Chuck Lanza, a 28-year veteran of the Fire Service, and former Fire Chief for the Broward Sheriff's Office, Department of Fire Rescue. Chuck signed on as a consultant and board member has since helped propel the growth of the company by assisting with the development of Arkiva's strategic alliances and educating the public.