



Beer And Diapers Soaks Up Media Attention.

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Teradata®, a division of NCR, had discovered an unlikely correlation in one of the first reported examples of data mining affinity. The company's research showed a relationship between retail sales of beer and diapers on weeknights between 5:00 and 7:00 p.m. Presumably, the data indicated that young fathers were buying diapers on their way home from work — and picking up something for themselves at the same time. The “Beer and Diapers” correlation had been reported in nearly 200 news articles in the 10 years since its discovery. That's the good news. So what's the bad news? Teradata was almost never credited as the source of the research. Worse, after numerous (and increasingly inaccurate) re-tellings, some business and technology journalists considered the story an urban legend.

Teradata's public relations staff wanted to reclaim the discovery — and position the company as the industry leader in data mining technology and applications. As part of the effort, Teradata aimed to educate business and technology journalists about data mining and analysis, and generate at least one business story featuring Teradata in a major North American daily newspaper.

Teradata wanted help in promoting a webcast for the press that would “unmask” the Teradata researcher and the truth behind the Beer and Diapers story. The company turned to B/R/C Marketing for an invitation that would grab journalists' attention — cost-effectively.

B/R/C's low-budget, high-impact solution was to send 250 hand-picked recipients a real beer-bottle carrier — with a diaper stuffed

into each empty compartment. On the front of the carrier was a “retail-looking” orange sticker with Teradata's logo that said, “Beer and Diapers...Together Again.” B/R/C also created a personalized cover letter to accompany the package.

The result? Nearly 100 journalists, Teradata customers, potential customers, financial analysts and industry analysts participated in the live webcast. In a post-webcast poll, 60% of webcast attendees identified Teradata as “the data mining leader” and 40% identified Teradata as “among the top players in data mining.”

The program generated multi-page feature stories — both with original color photo illustrations — in The Toronto Star and the Newark Star-Ledger. The mailing component itself was profiled in articles in The Seattle Times and Communications Convergence. All print coverage generated by the event identified Teradata as the source of the “Beer and Diapers” correlation. A Time magazine reporter, researching a story on data mining, found Teradata's archived “Beer and Diapers” webcast and included some of Teradata's data mining results in his article.

Follow-up contacts with recipients of the mailing revealed that every journalist who received it remembered it and had a positive reaction to it. Months later, several journalists still had the mailing on display in their offices.

“Beer and Diapers...Together Again” is just one example of how B/R/C's multi-disciplinary approach can add up to good news for your bottom line.

Multi-page feature stories in The Toronto Star and the Newark Star-Ledger were generated and nearly 100 attended the webcast.

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