

MEDIA RELATIONS & THOUGHT LEADERSHIP: DICTIONARY.COM

THE CHALLENGE



Dictionary.com (D.com) is a leading English-language digital dictionary and resource that documents the most prominent and trending words defining the ever-changing cultural zeitgeist of the world. D.com provides a plethora of resources meant to equip millions of writers and readers with a robust lexicon. D.com sought The TASC Group to establish itself as the go-to English language digital dictionary and elevate the thought leadership of CEO Dara Sanderson, Senior Director of Editorial John Kelly and Lexicographer Heather Bonikowski.

THE STRATEGY



The TASC Group identified key talking points for D.com's lexicographers and provided in-depth media training ahead of introductory meetings with high-profile culture and language reporters. The TASC Group amplified the presence of D.com by crafting effective press release announcements such as D.com's Word of the Year and elevated the expertise of each lexicographer by pitching reactive and proactive stories for trending buzzwords, such as "antivax," which provided insight into the concerns of the global populace at the height of the pandemic.

THE RESULTS



The TASC Group secured over 900 media placements in one year. D.com and its thought leadership were featured in [CNN](#), [BBC](#), [NBC News](#), [TODAY.com](#), [The Associated Press](#), [Forbes](#), [Buzzfeed](#), [Reader's Digest](#) and more. The TASC Group built D.com's language exploration through a cultural and political lens into a movement that caught the attention of national and international media.

100+ MEDIA PLACEMENTS

