


**Case discussion prep:** *Duracell Daylight Savings Campaign* | Feb. 18, 2021

A	B	C
Student names	Student names	Student names



**Everyone:** visit the Duracell website. You'll see this symbol:  What is it for? How familiar are you with what it provides? Use a couple of features (you can reset afterward). Do you know/can you find another organization that provides this service?

**Prompt A:** The case refers to Duracell's use of newsjacking – what is it? How well did Duracell accomplish its newsjacking effort? Find one other example of an organization that used newsjacking and compare it to Duracell. Be sure to include URLs for any sources you use.

**Prompt B:** One of Duracell's objectives (though not really measurable, time bound, etc.) was to “Develop a campaign that would allow Duracell to own Daylight Saving Time” (Duracell, 2019). What other organization(s) has/have paired the time change with smoke alarm checks/battery change (preferably in 2019, but earlier or in 2020 is fine)? What themes or slogans did those organization(s) use? How did its/their efforts compare to Duracell's?

**Prompt C:** How else does Duracell support its communities? In addition to its website, check its social media accounts (accessible on its website) and news media. Provide at least 2 examples and include URLs. How have communities reacted to these efforts?

**Reference:**

*Duracell Daylight Savings Campaign*. (2019). PRSA Silver Anvil Awards.  
[https://apps.prsa.org/SearchResults/Download/6BE-17B24255/0/Duracell\\_Daylight\\_Savings\\_Campaign](https://apps.prsa.org/SearchResults/Download/6BE-17B24255/0/Duracell_Daylight_Savings_Campaign)