



# Driving Coverage & Sales with Good Deeds

POINT  
TAKEN

CASE STUDY

**The Challenge:** As COVID-19 began to spread across Northeast Florida in early 2020, First Coast Home Pros, Jacksonville's premier full-service specialized home services company, was facing a decrease in business. The company's dedicated client base was fearful of having people enter their homes as causes of the spread of the virus were still unknown.

**The Solution:** First Coast Home Pros turned to making masks, both to protect staff and customers and to keep employees working. However, when hospitals saw a shortage of personal protective equipment (PPE), Point Taken suggested using the same machines owned by First Coast Home Pros to manufacture shields. Point Taken found a tutorial explaining how to make face shields and connected First Coast Home Pros with one local hospital in short supply of face shields. First Coast Home Pros manufactured and donated more than 2,500 face shields to the hospital.

**The Result:** Point Taken crafted a press release and media pitches about the face shield manufacturing and donation. WJXT / News4Jax, First Coast Connect with Melissa Ross and Jacksonville Daily Record picked up the story for a possible exposure to 273,205 impressions, an advertising value of \$2,856 and a publicity value of \$8,568. Point Taken also distributed the release via PR Web, leading to a potential audience of 18,220,728 and 112 pickups. From the exposure, people as far as way as Connecticut reached out to First Coast Home Pros for free face shields to protect medical professionals in their families. First Coast Home Pros staff were kept employed, front-line medical personnel received much-needed PPE, and First Coast Home Pros created goodwill with clients who have since booked services as the company has proven they can offer safe, contact-free cleaning services for clients.



Curious How  
Point Taken Can Help You  
Drive Coverage & Sales During a Crisis?

Contact Point Taken Today  
at [info@pointtakenpr.com](mailto:info@pointtakenpr.com)  
or 904.419.9216.