

Case Study

Strategic Media Relations
Outreach
Global Automotive



SITUATION

A leader in the digital automotive marketplace transitioned to a new leadership team and needed to reintroduce the company, its key differentiators, and new visionary leadership to the market. With many elements of their transformation still in development (specifically new products) there was no funding for a traditional marketing campaign but a definite need to start elevating its “quiet” stance in the market and readying itself for upcoming full product launch programs in a 2–3 year timeframe.



APPROACH

- Herta Communications analyzed the client's need and quickly provided an organic media relations outreach solution centered around creating opportunities across the country, aligned with the auto show circuit.
- Part of this client's transformation included an increased focus on consumer research, so we utilized this element to generate interesting and relative news content prior to each show as a tool to drive media interest.
- Utilizing its extensive list of trusted media contacts, Herta Communications secured high level interviews for the client's CEO at each of the major shows.



OUTCOME

- The Herta Communication solution delivered the client a steady cadence of interviews across the country that reignited a “quiet” brand into a brand demonstrating industry leadership and consumer insight .
- The new CEO was introduced to more than 50 top tier automotive and consumer media, where he was able to deliver his key messages about the new vision of the company to millions of consumers and additionally cement future media relationships/interactions by highlighting the research capability of his company.