

Case Study

Strategic Alternatives
Global Automotive #2



SITUATION

An automotive industry client wanted to generate publicity around the North American International Auto Show but lacked a significant product announcement or display presence at the show.



APPROACH

- Herta Communications' automotive team analyzed the client's need and quickly suggested an alternative approach that avoided competing with high dollar vehicle reveals during the show.
- Herta Communications created an event more than a month in advance of the show when news cycles were "open."
- The client's needs were exceeded through a strategically planned luncheon with top journalists hosted by the client's CEO. The event created a news story by itself and provided a stage for the CEO to educate the media on specific industry trends and promote the client's ability to deliver cutting edge consumer research.



OUTCOME

- The "alternative strategy" delivered by Herta Communications allowed the client to gain the spotlight of automotive media without having a huge announcement and without competing with high dollar announcements being made directly at the auto show.
- The luncheon resulted in broadcast and national print media coverage of the event and of the CEO's key messages. Additionally, the event built a positive relationship between the CEO and key media that unlocked future interviews – even within the intensely competitive auto show media days atmosphere.