

ANNE KLEIN COMMUNICATIONS GROUP

Reaching Decision Makers Through Media Relations

One in a series of Award-Winning Solutions

The Challenge:

To increase awareness of vehicle fleets and the National Association of Fleet Executives (NAFA) among North American corporate and government decision makers who managed or supervised their members, and made budget decisions affecting their members.

Results:

- NAFA had virtually no presence in the media. By the campaign's end, Anne Klein Communications Group generated more than 5 million impressions in under a year.
- AKCG contacted 400+ members of the media to make them aware of NAFA and the importance of fleets. Research revealed most editors recognized NAFA's name, and agreed AKCG had uncovered an area of previously unexplored reader interest.
- Several key publications developed special fleet sections or periodic fleet issues, among them, *Sales and Marketing Management* and *Purchasing Magazine*.
- NAFA members wrote letters praising the public relations efforts and offering support, confirming their managements were more aware of the value of fleets to their businesses.

Background:

NAFA is a national, not-for-profit trade association for corporate and government managers responsible for fleets of automobiles, minivans and light-duty trucks who each year buy or lease vehicles valued at more than \$1 billion.

The Campaign:

With no budget for a survey of executives, AKCG recommended a phone survey of 100 editors and reporters to ascertain their level of awareness – and interest – about fleets and NAFA. Most of those contacted knew nothing about NAFA and very little about fleets, but almost all wanted to learn more: a pro-active media relations campaign would help achieve NAFA's goal. AKCG used five major tools to reach the media: an introductory contact program; an information kit follow-up; regular research-based news releases and news features; story tips promoting a NAFA expert; and mailing of the NAFA's *Fleet Executive* magazine to prompt story ideas and maintain visibility.

To learn more about how Anne Klein Communications Group can introduce your company to executives in your distribution network, please call and ask for Anne Klein or Chris Lukach.