

ANNE KLEIN COMMUNICATIONS GROUP

Celebrating Four Milestones **One in a Series of Award-Winning Solutions**

The Challenge:

Strengthen relationships with the key constituencies of Noramco, a Johnson & Johnson subsidiary, by hosting a special event to leverage four milestones in safety and community outreach.

Results:

- The celebration event was featured by WILM, 1450 AM and WDEL, 1150 AM on both their airwaves and Web sites.
- The day of the celebration was proclaimed “Noramco Day” by the mayor of Wilmington, Del. The mayor’s executive assistant, along with a city council representative, presented the proclamation to Noramco’s plant manager during the event.
- Two key executives from Noramco’s parent company attended the event and delivered remarks expressing their pleasure to have been invited to be with Noramco and its community on their special day.
- More than 250 people attended the event including employees, business and government leaders, key community influentials and media.
- Sen. Joseph Biden personally sent the plant manager a letter acknowledging Noramco’s expansion and achievements. He wrote “... We are honored to have such a fine company and wonderful subsidiary of Johnson & Johnson in our city and our state.”
- In response to special recognition given to Noramco Neighbors, one of the committee members wrote, “Thank you, Thank you! I can’t thank you enough for your heartfelt appreciation (and wonderful surprise) at the Noramco celebration.”

Background:

Noramco wanted to celebrate the grand opening of its new logistics building. Anne Klein Communications Group extended the idea of holding a typical grand-opening event to include all of Noramco’s recent key milestones. The team identified four milestones that the event would celebrate: (1) the \$3 million expansion; (2) successful regulatory inspections; (3) Noramco’s safety record of more than four years without a lost work day; and (4) achievements of the Noramco Neighbors, a community advisory committee that Noramco and AKCG established in 2003 that is actively engaged in the community through enrichment programs.

The Campaign:

AKCG planned an event that would attract local, regional and state officials; recognize employees for their commitment to safety; and further reinforce that Noramco is a caring and responsible community member.

AKCG organized the event logistics including developing the event agenda, identifying a targeted guest list, arranging for tours of the new facility during the event and securing a photographer. AKCG wrote the invitation letters, remarks for Noramco’s executives, and media advisories and news releases. AKCG designed the Noramco Neighbors recognition certificates, selected and ordered the mementos, and assisted on event day to help ensure success.

To learn more about how Anne Klein Communications Group can help your organization successfully leverage its accomplishments, please call and ask for Anne Klein or John Moscatelli.