

CASE STUDY

Automotive Fuel-Efficiency Mini-Forums: Media and Key Influential Events

The Situation

In coordination with its long-term effort to generate overall brand awareness, a major automotive manufacturer wanted to increase exposure for its new direct-injection engine technology as part of its comprehensive effort toward building a more sustainable vehicle lineup. Specifically, they wanted to reach targeted local and trade media, as well as key influential people whose opinion of the fuel-efficient engine would help spread awareness in targeted communities.

Our Response

Direct Impact responded by planning six fuel-efficiency mini-forums across the country. The forums were designed to be intimate gatherings that centered on the technology and the company's larger plan for developing sustainable products, while offering a unique opportunity to speak directly with an executive from the company. DI was responsible for identifying the venue, inviting local key influential people and media representatives to attend, and thereby ensuring successful brand and product exposure.

The Results

In total, 66 members of the media attended the mini-forums. Some of the resulting coverage came from outlets such as: FOX (Austin affiliate), *Christian Science Monitor*, *Denver Post*, CBS (Denver affiliate), *Kansas City Star*, *Kansas City Business Journal*, *Portland Tribune*, *The Oregonian*, *Austin American Statesmen*, and *Austin Business Journal*.

More than 70 notable key influentials also attended, including: Warren Chisum, chairman of the House Appropriations Committee and member of the Energy Resources Committee; Thomas Davidson, Summit County Commissioner, Colorado; Steven Miller from the Massachusetts Highway Authority; multiple state senators and house members; and many others. Each attendee received detailed information about the fuel-efficient technology, as well as a thorough introduction to the company's long-term plan for sustainability.

The mini-forum events proved to be a great success, not only in promoting the engine, but also in terms of brand awareness and recognition among key media and community players about the manufacturer's effort to build a more sustainable future.

