



THE GAURDIAN

MODERN UTILITY MANAGEMENT

TRUCK & TRACK

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WHAT CAR?

FLEET WORLD

## TOMTOM BUSINESS SOLUTIONS - PR AND MEDIA RELATIONS



CAMERON WELLS COMMUNICATIONS

“ We carefully measure the return we get from our PR spend and have been very impressed with Cameron Wells’ ability to deliver on our demanding KPIs.

Our media coverage has improved substantially since they came on board – both in terms of quantity and quality of cuttings.

They are a committed and enthusiastic team and have really got under the skin of our industry. ”

Irvin Gray, Marketing Manager, TomTom Business Solutions

## TOMTOM BUSINESS SOLUTIONS - PR AND MEDIA RELATIONS

TomTom Business Solutions provides fleet management (telematics) systems for business, combing vehicle tracking, navigation and communication solutions.

### Objectives

- Raise awareness and promote understanding of the benefits of TomTom Business Solution's products
- Facilitate company growth in market penetration, turnover and profitability

### Strategy

National media, regional newspapers, business magazines and trade media were targeted. Meetings with editors of target publications were arranged, fostering relationships and developing client awareness. A press trip to TomTom's Amsterdam headquarters gave key business and fleet journalists a deeper insight into the company.

Research and incentivised customer communication campaigns were carried out to discover newsworthy uses of the technology, generating business and sector-specific vertical news stories.

Headline-grabbing statistics were revealed, such as business awareness of an HMRC tax crack-down and how TomTom technology can help monitor mileage claims to avoid increased tax bills. Incentivising TomTom customers to tell us their stories generated such news as a 20 per cent improvement in delivery times for Krispy Kreme to its UK retail outlets.

A series of videos of TomTom directors, supporting selected news releases and providing objective business advice, were hosted on YouTube and published on a number of high profile trade websites, including Fleet News and Fleet World.

Numerous hot topics and commentary ideas have been sold in to editors as by-lined features, establishing the company's reputation as the industry's voice of authority.

Case studies and product reviews also resulted in a number of positive articles in key publications.

TomTom Business Solutions' profile was also raised through successful business award submissions, including the Technology Award at the 2011 Van Fleet World Honours, generating further column inches for the company.

### Results

- Nearly £1.4M of positive media coverage was generated from June 2011 – June 2012
- This equated to a return on investment on the PR budget of 32:1
- Coverage included pieces in the Financial Times, the Guardian, the Independent and on the BBC News website, as well as regular coverage in core fleet titles