



TomTom  **TELEMATICS**

media relations





Objectives

- Generate at least 200 cuttings in pre-specified A-list fleet, trade and business media
- Increase mainstream media coverage by 20%
- Achieve at least 20 quality cuttings in core utilities and construction media

Results

- 587 pieces of objective UK coverage – a 22% year-on-year increase.
- 222 cuttings in fleet and business media
- 127 cuttings in mainstream media
- 37 full or double-page thought leadership pieces in construction and utilities media
- 75% of construction cuttings were in T1 media; 53% of utilities cuttings were in T1 media.
- Coverage highlights included What Van?, Fleet Europe, The Daily Mirror, Utility Week, Construction News and MSN Cars.

“Cameron Wells’ understanding of our market, paired with their expert copywriting skillset, is what really makes them excel amongst the competition. I’ve worked with many PR agencies over the years and the quality of their content ensures we get the required cut through. All this with the added bonus that they’re a lovely bunch of people to work with.”



Alain Castle, Marketing Manager, TomTom Telematics



What we did

- **White van man driver insights:** to give UK van drivers a 'voice' and deconstruct traditional stereotypes, we engaged the (unpaid) support of the Freight Transport Association who endorsed the research and helped promote the findings in newsletters and on social channels. The results – communicated across fleet, business and service trade press – highlighted the van sector's commitment to raising professional standards and the important role of telematics in helping achieve this. 41 cuttings resulted.
- **TomTom Traffic Index for Business:** TomTom creates a Traffic Index each year calculating congestion levels in cities across the world. We suggested this activity be tailored to provide relevance for business fleets. Using data from the Index, DVSA and ONS, we calculated the financial impact of traffic congestion on UK businesses with tailored stories created for 25 UK cities and an infographic highlighting the figures. 56 cuttings resulted, including national coverage in the Daily Mirror.

Traffic jams lose city £25m a year, says new study

BY NICHOLAS WOOD
TRAFFIC congestion in London is costing businesses around £250m a year in lost productivity, according to a new study.
The TomTom Traffic Index found that the time each vehicle spends in traffic in London is more than 122 minutes a year on average, compared to 101 minutes in Manchester.
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Glasgow Evening Times

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Traffic congestion costs London businesses £237m each year

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 **Rebecca Smith**
I mainly cover transport and infrastructure, along with workplace diversity. You [...] Show more



[...] London was the second most congested UK city after Belfast in 2013 (Source: Getty)

Congestion in the capital has long been a bugbear for drivers, passengers and residents alike.

And TomTom's Traffic Index, which measures congestion on the roads in 295 cities, has found it's also proving costly for London's businesses. Research it conducted noted that traffic in the capital increases the time each vehicle spends on the road by 149 hours a year, more than 19 working days.

It said that equates to a cost of £237m in time spent sitting in traffic for the 237,600 commercial vehicles operated in London. And of the nation's most congested cities, London suffered the biggest financial hit in lost productivity from this, followed by Manchester (nearly £150m).

Read more: Sadiq Khan wants VW to cough up £2.5m in congestion charges for the capital

"Traffic congestion may be seen as a fact of life for every driver but, cumulatively, it is taking a heavy toll on the UK economy and this should not be accepted as an inevitability," said Beverly Wiso, director UK & Ireland for TomTom Telematics.

"Making the most of billable time is key to profitability for any business, so organisations that rely heavily on a mobile workforce must look for ways to maximise the time employees spend on the road by minimising time spent on the road."

City AM

News UK News Cars

Traffic congestion isn't just annoying business £767MILLION each year

The shocking waste of time for drivers in traffic jams is highlighted in two separate reports



Traffic jams aren't only annoying (Photo: Getty)

Traffic congestion is costing British business £767m a year in lost productivity and drivers are wasting more time stuck in jams than in any other country in Europe.

The shocking waste of time for drivers in traffic jams is highlighted in two separate reports just days after the government pledged £220m in the Autumn Statement to tackle congestion on motorways and major A roads.

The Mirror



- **Motoring driver safety standards:** motorists' attitudes to other drivers, their vehicles and the reputational effect of poor driving on businesses. To optimise coverage, findings were localised with tailored stories disseminated across six UK regions. 52 cuttings resulted.
- **Construction logistics:** niche campaign investigating logistics challenges on construction sites, conducted in association with the Chartered Institute of Building for additional credibility.
- An incentivised lead generation campaign with company resellers uncovered further news and case study leads.
- Hot topic and thought leadership commentaries, such as the future of connected car technology and sustainable transport, were sold-in as by-lined features to tier one verticals.

The connected construction fleet

Jeremy Gould, VP sales Europe, TomTom Telematics, discusses how technological developments in vehicle telematics have opened up new workflow management possibilities for the construction industry



With economic uncertainty prevailing, and a weakening pound at risk of increasing input prices, many companies may start reviewing their business strategies and cost bases in a bid to find ways to protect their bottom line.

Telematics has traditionally been used to provide visibility into fleet vehicle and mobile workforce activity. Basic tracking and tracing functionality offered by such technology can deliver data on key areas such as time on site, job completion and driving performance.

Recent developments, however, driven by the advent of open platform software, are helping to raise standards in mobile workforce management to a whole new level.

Automated, paperless processes have been made possible because data from a range of sources – such as mobile hardware, enterprise resource planning (ERP) and routing and scheduling software – can now

be brought together on a single platform.

As a consequence, construction industry operators can look to benefit from greater efficiency savings and more streamlined operations.



Importantly, this can be done without having to invest in costly IT consultancy and protected development projects.

Connected workflow made possible
Open platform telematics technology is helping companies bring mobile construction workers and their back offices closer together. From a technical perspective, this has been made possible by providing software developers with unhindered access to the platform via application programming interfaces (APIs). As a result, 'out of the box' applications are being developed that enable construction companies to boost the functionality of their core systems.

Builder & Engineer



MSN Cars



What Van?



cameronwells.co.uk



info@cameronwells.co.uk



0161 973 4158