



MIDLANDS BUSINESS INSIDER

BIRMINGHAM POST

INTERNATIONAL FLEET WORLD

FLEET NEWS

THE DAILY TELEGRAPH

## NAVMAN WIRELESS - PR AND MEDIA RELATIONS



“The quality of work and dedication to the promotion of my business received from the entire team at Cameron Wells is absolutely fantastic. They are professional, creative, talented and hard working individuals with a huge amount of PR and marketing experience. They have strength and depth in all the key areas to tackle any PR or marketing brief we put to them, with a quality result assured.”

Tony Neill, Executive Vice President, Navman Wireless

## NAVMAN WIRELESS - PR AND MEDIA RELATIONS

Navman Wireless is the UK's largest manufacturer of fleet tracking, messaging and satellite navigation equipment.

### Objectives

Educate fleet managers on the benefits of tracking and Navman Wireless differentiators: financial stability, commercial transparency and technical leadership.

### Strategy

A programme of **monthly briefings** with editors of key target publications fostered strong relationships and opened up several new opportunities for regular editorial contributions. The technology was also supplied in hire cars for journalists for review, resulting in many more pages of positive coverage.

Strong relationships with **national print and broadcast** media have resulted in a full page article in the Daily Telegraph, three interviews with Tony Neill on the BBC 6 o'clock and 10 o'clock news, an interview on BBC breakfast news, and inclusion in BBC2's Working Lunch and Channel 4's Dispatches.

A 'buyer beware' campaign highlighted the problem of financially unstable, cowboy operators and, together with objective advice on choosing the right tracking partner, positioned the company as highly credible **thought leaders**.

Market research was used to **create news hooks** ranging from the prevalence of company liquidations within the vehicle tracking sector to finding out fleet managers' understanding of the corporate manslaughter act and its implications for them. All campaigns were widely covered across core titles.

The Department for Business, Enterprise and Regulatory Reform was also lobbied to establish a government-endorsed industry TrustMark standard for all fleet tracking suppliers. The campaign was widely reported across key trade titles, from Fleet News to Motor Transport.

Various commentary pieces on industry hot topics have been published, establishing the company's reputation as the industry's **voice of authority** in titles as far ranging as International Fleet World to the Birmingham Post.

The entrepreneurial highs of company founder and Executive Vice President Tony Neill were highlighted to the media, resulting in several **personality profiles** in leading business magazines such as Real Business and Tony being named Entrepreneur of the Year 2008, by Midlands Business Insider.

### Results

- More than £433,500 of positive print media coverage in 12 months
- Eight pieces of primetime national broadcast coverage, reaching an audience of over 20 million
- Winner of two CIPR North West PRide Awards for Best Business and Trade campaign and Best Business and Corporate campaign.