



DriveCam, Inc. “Taking Risk Out of Driving” Campaign

Planning/Content

DriveCam, Inc. markets a system that identifies, manages and improves risky driving behaviors and documents accidents using video and audio recordings in combination with sophisticated analysis software. The company’s loyal customers, consisting of commercial fleets, are evangelists for the program’s potential to reduce risky driving behaviors. The challenge was to tap into customer excitement to gain widespread recognition for the DriveCam system as a serious business solution.

The overall **objective** of the media relations plan was to pursue broad mass media coverage measured in media impressions and industry trade media to build recognition for DriveCam as an effective program that identifies and reduces risky driving behavior. The media relations program would also create TV clips to be used in marketing to other fleets as well as generate web site visits and inquiries that would assist the sales efforts.

The **strategies** for media relations included:

- Demonstrate that the DriveCam program has helped fleets to reduce risk and costs by improving driving behavior by showcasing happy fleet customers.
- Gain recognition for DriveCam as a proven and established technology that reduces the risk of driving, both in fleets and for possible future consumer markets such as teen driving.
- Support sales by generating web site visits and inquiries; create TV coverage that can be used in sales presentations and in a sales CD that contains other marketing material.

Creativity/Quality and Technical Excellence

First, Chereskin Communications worked with the DriveCam sales team to identify customers who could demonstrate a return-on-investment from the DriveCam program and who were willing to be showcased on TV in their local market. Next, Chereskin Communications identified the key media messages and experts at DriveCam to be used as company spokespersons. From this, specific story pitches were developed.

Based on the media relations plan, the following tactics were implemented throughout the campaign:

- Prepared B-roll tape for use in pitching the DriveCam program to TV stations and networks
- Researched and matched customers with media to provide local content for stories on TV, developed a database of approved driving video clips for use on TV
- Prepared ongoing press releases and press kit with media FAQ
- Performed media outreach, including pitches by email and phone, to gain coverage
- Developed extensive background for “Safe Driving Series” pitch to Good Morning America

Results

- ABC World News with Peter Jennings 3/15/05 Est. Audience 8.8 Million, Media Value \$53,849 (not including local ABC affiliate pickups)
- Dateline NBC 7/8/05, Estimated Audience 10 Million, Media Value \$120,435
- National Public Radio, All Things Considered and Talk of the Nation, March 2005, Est. Audience 11 Million
- Good Morning America - Four Segments including Deadly Driving Sins, Est. Audience 5.2 Million Each, Media Value \$40,892 Each NBC Today Show, 7/8/05, Est. Audience 5.3 Million, Media Value \$32,408
- CNN - Paula Zahn Now and Headline News, Est. Audience 1.4 Million, Media Value \$3,683
- Local Teen Driving and/or Fleet Stories, at least 120 Stations around the US
- Fox News Special Report Plus Pick Ups, Est. Audience 600,000, Media Value \$12,000
- Unique Web site visitors and Web site Inquiries (completed form) increased dramatically.