

Increasing Awareness of Telecom CEO's Vision for a 'Wireless Haiti'

NEED

- Build awareness of a vision for a future wireless market presented by an industry CEO, particularly among policymakers and opinion leaders.

APPROACH

- Execute a strategic media splash campaign targeting top-tier national outlets.
- Implement a strategic media outreach strategy showcasing the company's activities as a demonstration of the CEO's vision at work in Haiti after the devastating earthquake in 2010.

RESULTS

- Created and executed a 'soup-to-nuts' media outreach strategy in less than 10 days with upwards of 4.2 million media impressions secured.
- Media outreach results include an exclusive story in the Washington Post and the Post Tech Blog.
- Broadcast results include an executive interview on NPR's "All Things Considered."
- Technology trade outlets followed the story extensively, led by stories in Computerworld and TechFlash.

The Washington Post



COMPUTERWORLD

