

CLIENT CASE STUDY



STRATEGIC PLANNING

BACKGROUND:

- Rheem has been a manufacturer of quality HVAC products for decades
- Rheem had never utilized PR in a strategic manner
- Rheem was missing opportunities to gain exposure for its brand in media outlets
- Contractors were not aware of the company's innovative spirit and the numerous products and services that could benefit them

CHALLENGE:

- To develop a strategic PR program that could promote all the important news and innovative thinking coming from Rheem
- To convince key Rheem employees that participating in PR opportunities would benefit the company and the brand
- To raise awareness of the brand among HVAC contractors and position Rheem as progressive and innovative

STRATEGY & EXECUTION:

Spaulding Communications worked with Rheem over several months to develop a long-term strategic PR plan. The plan tied the following elements together:

- Company Goals
- PR Objectives
- PR Strategy
- Key Audience Messages
- Key Products and Services to Publicize
- Key Rheem Thought-Leaders to Leverage and Promote
- PR Activity Timeline
- PR Measurement Goals

RESULTS:

After developing and executing to the plan for two years, the following results were achieved:

- More positive media coverage than the company had ever experienced
- More than 2.5 million media impressions via hundreds of "feature" stories
- More than \$250,000 in estimated editorial value
- Increased contractor awareness and brand receptiveness
- Increased PR involvement by Rheem leadership and employees
- Rheem brand perceived as more innovative and progressive
- Company increased marketshare by nearly 1 percent
- Plan template used when HVAC and Water Heater Division merged



"OVER TWO YEARS, THE PLAN GENERATED 2.5 MILLION MEDIA IMPRESSIONS AND AN EDITORIAL VALUE ESTIMATED AT MORE THAN \$250,000."



"IN A HIGHLY COMPETITIVE INDUSTRY, RHEEM WAS ABLE TO INCREASE ITS MARKETSHARE BY 1 PERCENT."

