

# MPS & BBI International Limited

## PROJECT OVERVIEW



**CLIENT: Daimler Fleet Management**

**AGENCY SERVICES: Public Relations**

### BRIEF

Daimler Fleet Management (DFM) is a leading contract hire and leasing provider (in the top 10 of Fleet News FN50 companies). We have progressively built awareness of DFM's independent and unbiased funding expertise for all makes of passenger cars and vans. Our targets are key fleet decision makers responsible for financial and HR as well as operational aspects of company fleets.

### STRATEGY

Maintain a strong presence for DFM in the leading fleet publications.

Gain coverage in specialised business publications targeting FDs, HR directors, facilities managers and other senior management.

Be shown to offer advice and support to a range of company vehicle administrators. With declining numbers of dedicated fleet managers, fleet administration is frequently handled by employees whose primary job functions and priorities may be in other areas.

### IMPLEMENTATION

We have focused on building the spokesperson roles of DFM Management in the business, financial and HR media, as well as key categories such as facilities management. Activities have centred on:

- The placement of generic and opinion-forming articles.
- Providing written comments and telephone briefings with journalists on company vehicle issues such as taxation, environment and duty of care.
- Setting-up face-to-face meetings with key editors and journalists to discuss the background on company and market developments.
- Contributing regular technical advice articles and vehicle reviews in the printed and web media.

### RESULT

We have effectively supported perceptions of DFM as an all-makes vehicle funding company with significant industry knowledge and expertise coupled with high ethical standards. Coverage achieved has met and exceeded targets and has consistently reached key publications identified in our planning. There has also been a high proportion of in-depth published material, with by-lined feature articles and extended comments by spokespeople accounting on average for approximately 60% of total DFM coverage in the business, financial and HR media and nearly 50% in the fleet and motoring press.