

OVERVIEW

Mercom's client Visual Management Systems (VMS), a New Jersey-based digital surveillance and security firm, planned to enter the Texas market and wanted to do so with goodwill and strong awareness in the community that reflected the company's core values. VMS asked Mercom to develop a plan that would achieve those goals.

OBJECTIVES

- Establish a Corporate Social Responsibility Program that would include a community relations initiative to raise awareness of the company's presence and products in a new market, while enhancing their reputation
- Identify an opportunity where VMS could make a valuable contribution into the community
- Develop a public relations campaign that would support their Corporate Social Responsibility goals

SOLUTIONS

- ✓ After surveying local non-profits in the Austin area, Mercom identified an opportunity for VMS to help Big Brothers Big Sisters with the donation of a digital surveillance system to counter some of the crime issues they were having at their facility.
- ✓ Mercom arranged for executives of Visual Management Systems to be present during the installation of the system.
- ✓ Mercom coordinated a media relations program during and after the installation of the system to raise awareness of the problem and the contribution VMS was making in the community.

"Allow me to recommend Mercom who has provided my company with valuable PR services. Mercom aggressively pursued various media channels for attention and coverage of specific projects we conducted. They were successful in having VMS and its customers featured in several of our industry's most prominent trade publications. Mercom even arranged to have us covered by three major television networks and secured us prominent segments during the evening news. I will continue to count on their involvement as a service provider and team member in my future projects and professional endeavors."

*Jason Gonzales
Chief Executive Officer
Visual Management Systems*

RESULTS

- Mercom secured prime-time news coverage for VMS and its CEO on three of the top five television stations in the Austin-metro marketplace
- Following the installation, the surveillance system captured a car break-in at the facility, giving the Austin police department hard evidence for the first time.
- Exposed an underlying community problem with media attention, raising community awareness about the safety of non-profits like Big Brothers Big Sisters
- Generated deep appreciation and goodwill within the community towards Visual Management Systems for their contribution

