

OVERVIEW

Visual Management Systems (VMS) is a digital surveillance company based in Toms River, New Jersey. Since commencing operations in 2003, VMS had received minimal media coverage and did not have a solid public relations program to expand awareness of their name or products.

The company had also recently completed an acquisition that expanded their product line. VMS sought Mercom's help to communicate their technology advantages to their market and expand their presence to new retail markets.

OBJECTIVES

- ❑ Increase awareness of the company's name and technologies within security and surveillance industry publications.
- ❑ Ensure that retail and hospitality store owners know their hybrid product is available and on the market.
- ❑ Ensure that their new "hybrid" product clearly stands out as a cost effective alternative to current market products for consumers considering replacing their surveillance technology.
- ❑ Increase awareness of the hybrid with consumers who owned outdated analog technology.

SOLUTIONS

- ✓ Implement a pro-active media outreach program to drive awareness of the company and its new product line within their industry and targeted retail publications.
- ✓ Establish and launch a corporate social responsibility initiative that will raise awareness of the company's presence and products in a new market, while enhancing their reputation.
- ✓ Drive awareness of the company's participation in industry events and conferences with attending media.

RESULTS

- Garnered media coverage for the company and its new products within top security and surveillance technology publications.
- Garnered media coverage of the company's "hybrid" technology in targeted retail publications, leading to market awareness of their products and increased business inquiries and activities from potential customers.

- Secured one-on-one interviews with influential media at top industry conferences.
- Secured significant media coverage of the company's CSR initiatives on major television networks during prominent segments of the evening news.

