

# The Lavidge Company Public Relations Case History

Client: **CCS**

Campaign: **Industry Positioning: Audio Visual Integrator**

**Overview:** CCS is one of the largest audio and visual systems integrator in the U.S, and it continues to grow its business in the corporate, education, government and hospitality sectors. Lavidge leverages CCS' customer installations and business expansion to generate media exposure that increases brand awareness and produces sales leads in key markets for the company.

**Testimonial:** "Lavidge Public Relations has served as a key component of our marketing program, generating ongoing quality media coverage. Not only has it raised general awareness about CCS, but we've garnered new business directly from the news stories. We recently received a \$250,000 client from a cover story in a local magazine which really shows the magnitude of public relations."  
-CCS CEO and Founder, John Godbout

## Objectives:

- Position CCS as an expert A/V integrator
- Increase general awareness of CCS' service capabilities
- Support new sales lead generation

## Results & Coverage:

- **Media coverage has resulted in new business**
  - **Example: Scottsdale Airpark News cover story led to a new \$250,000 client for CCS**
- Media coverage has resulted in ongoing awareness for consumer and trade audiences

## Strategies:

- Leverage unique A/V installations into interesting stories for both consumer and trade media
- Announce new client wins and successful projects
- Highlight business growth and success story of CCS

## Implementation:

- Research and pitch targeted media outlets
- Develop press release announcements
- Craft unique and timely pitches
- Work with marketing and sales representatives to stay up-to-date on projects and programs
- Support open house events for new locations

