

HAVERFIELD AVIATION



Aviation/Utilities/Power Transmission

CHALLENGE

Haverfield Aviation is the leading provider of aerial power line inspection and construction support services both in the United States and abroad. It is the most efficient provider of energized line services in the U.S. Haverfield has participated in extensive inspection and maintenance projects across the U.S. and Canada, Panama, Australia and Africa. To date, Haverfield has performed services for virtually every major utility in the United States. While very well known in the industry, few customers were aware of the full-scope of Haverfield's service offerings. Most thought of the company as only providing whichever individual service they had provided. We needed to educate the market on Haverfield's full service capabilities.

SOLUTION

An aggressive advertising and media relations program was planned and implemented, and media training was provided for sales staff. A list of primary and secondary energy industry publications were targeted.

RESULTS

During the 12-month project, numerous placements were gained in all of the targeted publications, including 19 contributed and contributed articles, three video stories, a white paper submitted to IEEE, and the cover of their primary magazine, *Transmission & Distribution World*. In addition, a series of ads were developed and placed to accompany all articles. Earned media placements resulted in an ad equivalency of \$188,526 and a PR value of \$567,378 for a ROI of \$543,378.

