



Advancing Analyst Relations | Texas Instruments

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CHALLENGE

Texas Instruments (TI) engaged Pierpont to energize its brand extension efforts around the company's participation, innovation, and impact in the wireless infrastructure of the US.

OBJECTIVE

Pierpont worked with internal TI marketing and public relations teams to identify and develop presentations and talking points to share with target analysts.

APPROACH

Mock presentations were arranged with analysts in an effort to prepare marketing representatives for upcoming analyst meetings. Pierpont designed and led meetings with targeted analysts from the East and West Coasts to build relationships and position TI executives as resources for analyst around telecommunications and wireless infrastructure topics.

RESULTS

Within months, there was a measurably heightened analyst awareness of TI's role in America's wireless infrastructure and strong analyst relationships were developed on behalf of key TI leadership. As a result, TI was able to tap analysts for quotes and third-party comments around TI's offerings. The internal Texas Instruments team responsible for the program was tapped to develop a company-wide analyst relations strategy based on the success of the collaboration with Pierpont.