



HopSkipDrive

HopSkipDrive | Driving Media Results in Texas Markets

CHALLENGE

When [HopSkipDrive](#), the safe and innovative transportation solution for schools and families, prepared to launch in Houston and Dallas, they wanted a PR partner to help raise their profile in those markets.

OBJECTIVE

Pierpont's objective was to deliver its national startup message to uniquely defined local markets.

APPROACH

By identifying the company's key storylines and audiences within each city, Pierpont was able to drive home a successful media campaign that helped the company build its local customer base.

In Houston, Pierpont secured consumer-facing coverage with several broadcast stations in both English and Spanish, including KPRC Channel 2, KTRK ABC 13, KHOU Channel 11, KRIV FOX 26, and KXLN Univision. One-on-one interviews with the company's CEO and reporter ride-along experiences with local Care Drivers made for engaging segments that aired across these local channels, better explaining how this service differentiated from competitors and was the best choice for families across the city.

Additionally, Pierpont shared the education and business storylines around the brand with print and online media, securing coverage on the front page of the [Houston Chronicle](#), [Houston Business Journal](#), [CultureMap](#), and [Fort Bend Star](#).

RESULTS

These storylines highlighted HopSkipDrive's partnership with local school districts to provide a more cost-effective, convenient transportation solution for students, and how the company's expansion into the local markets could impact the economy by providing jobs and freeing up the daily schedules for working parents. The media campaign in Houston resulted in **24 secured stories** across print, broadcast, online, and radio outlets, generating more than **20.6 million media impressions**.

In Dallas, Pierpont secured coverage with broadcast stations, [WFAA](#) (ABC) and KTVT (CBS) that featured one-on-one interviews with the CEO and shots of the care driver and the HopSkipDrive branded car. The dynamic segments aired several times throughout the day and played during peak viewing times for target markets. Viewers were able to see the key safety features and distinct HopSkipDrive level of service that makes it ideal for children and families.

Pierpont further secured print and online coverage that focused on HopSkipDrive's business model, consumer offerings, and unique relationship to school districts. With coverage on the front page of [the Dallas Morning News](#)' business section, [DFW Child](#), [CultureMap Dallas](#), Community Impact Grapevine, [and Dallas Innovates](#), among others, these stories focused on how HopSkipDrive is a convenient, safe, and cost-effective solution for families that will create jobs locally and provide much-needed transportation for school districts. Overall, the media campaign in Dallas resulted in **26 secured stories** across print, broadcast, online, and radio outlets, generating more than **13 million media impressions**.

BY THE NUMBERS

50

Secured stories

13M

Media impressions