



JCB

JCB | Building Regional Awareness and Workforce Interest Through Strategic Media Relations and Community Engagement

CHALLENGE

[JCB](#), a leading global original equipment manufacturer (OEM) headquartered in the UK with its North American headquarters based in Savannah, Georgia, was building a \$500-million, one million square foot manufacturing facility in [San Antonio, Texas](#). New to the city, it needs to build awareness among the media and local stakeholders to attract skilled workers for when the plant becomes operational.

OBJECTIVE

JCB wanted to increase brand visibility, credibility, and awareness with target audiences in San Antonio and across Texas. It also wanted to establish credibility with industry workers who could become customers and drive interest among qualified job seekers to help fill 1,500 jobs in the coming years. It also looked to increase its profile amongst the Hispanic community in Texas.

SOLUTION

To support these goals, Pierpont Communications implemented a strategic media and community relations campaign designed to position JCB as a major heavy equipment provider, economic contributor and employer in Texas. The team organized targeted media briefings with local business writers, emphasizing JCB's investment, job creation plans, and rationale for selecting San Antonio. It also maximized partnerships and exposure with leading national Hispanic organizations, such as the National Hispanic Contractors Association (NAHICA), helping to effectively reach members with relevant JCB news and sponsored events. Messaging was aligned with regional economic development priorities and workforce needs, and outreach focused on media outlets with strong local influence and reach.

RESULTS

JCB experienced a significant increase in media coverage across local television, print, and digital outlets, including placements in high-visibility publications such as the *San Antonio Express-News*, *San Antonio Business Journal*, *San Antonio Report* and others. This surge in coverage drove higher traffic to JCB's website and career pages, supporting recruitment efforts for 1,500 open roles. Relationships were established with influential media contacts, laying the groundwork for sustained visibility in South Texas. All media hits, placements, and engagement

metrics were tracked in a shared file, demonstrating consistent growth in awareness among potential hires, customers, industry leaders, Hispanic market and the broader San Antonio community.