



# Schumacher Electric Corporation | Power in Positioning

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## **THE CHALLENGE**

Schumacher Electric Corporation, the global leader of automotive aftermarket power conversion products including battery chargers, jump starters and portable power offerings, engaged with Pierpont to build brand awareness, position the company as an industry thought leader, and provide marketing and PR support for new product launches targeting both the pro and consumer audiences. Additionally, Pierpont was tasked with laying the foundation for a corporate social responsibility platform and looking for innovative partnership opportunities.

## **OBJECTIVE**

As part of Pierpont's initial engagement with Schumacher, the major objective began with local media outreach centering on Schumacher's relocation to Fort Worth and the appointment of CEO, Mikey Leech, to heighten brand awareness in a new geographic market.

## **APPROACH**

Pierpont started out of the gate with a local business media push around Schumacher's relocation to Fort Worth and appointment of Mickey Leech as CEO. This was followed by a proactive media relations campaign launching the new Rugged Lithium-Ion Jump Starter, which included gift guide placements and influencer engagement marketing, in addition to print, broadcast and digital coverage. Pierpont also laid the groundwork for the Ultra Capacitator Pro and EV Charger product launches, which were delayed due to supply chain issues during the COVID pandemic and positioned other priority Schumacher products for seasonal and niche media opportunities such as tailgating, winterization, overlanding, camping, RVing and many others.

Thinking outside the box, Pierpont leveraged an existing relationship with a local homebuilder focused on green construction, who installs electric vehicle charging stations in all its homes and struck a deal for Schumacher to be the exclusive provider of Level 2 EV Chargers. Additionally, Pierpont is working with Texas A&M Task Force 1 and Team Rubicon Disaster Response to develop a philanthropy program where Schumacher products are donated for use during disasters, humanitarian emergencies, and health crises.

In 2023, Pierpont placed an emphasis on establishing on-going partnerships with industry influencers. Schumacher has teamed up with Faye Hadley and Cristy Lee, co-hosts from *All Girls Garage* to develop creative concepts and produce informative, entertaining and engaging content around Schumacher products for distribution through their social media channels.

## RESULTS

To date, Pierpont's initiatives have resulted in significant coverage in high profile broadcast, print, and digital media outlets including *The Today Show*, *Worth Magazine*, *The Dallas Morning News*, *Dallas Business Journal*, *Dallas Innovates*, *KRLD CEO Spotlight*, *D Magazine*, *Yahoo* and *CNET*. The Today Show segment on "Gadgets to Keep you Warm," resulted in a 5200% increase in heated blanket sales, an e-commerce rating of 10.7% and Amazon wanting to feature the product as one of its winterization trends.

Our partnerships with influencers continue to generate brand awareness and product sales. Most recently, we saw a lift of 20%+ when Faye Hadley promoted two Schumacher products on Instagram in her holiday gift guide. We also secured a 15-minute Instagram live segment with Chris Fix, who has the world's largest automotive DIY channel on YouTube with eight million subscribers and nearly 800K Instagram followers.

## BY THE NUMBERS

# 10

Media Wins

# 5200

% Increase in Sales