



Service Corporation International

Service Corporation International | Strategic Communications & Community Engagement

CHALLENGE

Service Corporation International (SCI), the Houston-based owner and operator of funeral homes and cemeteries, turned to Pierpont for strategic communications programming, media relations, event activation, and civic engagement.

OBJECTIVE

Pierpont worked with SCI on many initiatives, most memorably across various regions of the United States on an extensive national community engagement platform featuring a touring replica of the Vietnam War Memorial Wall in Washington, DC.

SOLUTION

This replica traveled to large and small communities across the U.S. to recognize and honor veterans of the Vietnam War—many of whom were unable to travel to the original. Pierpont engaged veterans, employees, volunteers, media, elected officials, and other stakeholders in all communities to successfully generate audience interest and coverage at each stop.

RESULTS

Pierpont led local market media and civic engagement efforts for venues across 21 states.