

Sikorsky

Sikorsky | Market Presence Takes Flight

CHALLENGE

[Sikorsky](#), a Lockheed Martin company, was looking to expand its market presence in Houston, particularly among oil and gas firms that depend on helicopters to bring personnel to offshore platforms.

OBJECTIVE

Given our extensive knowledge of Houston and the energy industry, Sikorsky engaged Pierpont to support its market debut.

SOLUTION

Just days before the official opening, Sikorsky tasked Pierpont with inviting media to participate in a global demonstration tour for the company's newest commercial model, the S-76DTM helicopter. In just a few short days, Pierpont secured the attendance of top-tier media including the Houston Chronicle/FuelFix, Rigzone, Upstream/Upstream Technology, E&P Magazine, KUHF-FM (NPR), and more.

RESULTS

The following day Sikorsky appeared on the front page of the Houston Chronicle's business section. Additionally, FuelFix showcased a video featuring Sikorsky's Vice President, Energy, David Martin, from inside the helicopter as he explained the safety features and benefits of the S-76D helicopter that was later used at the company's annual sales conference.