



Veeder-Root | Fueling an Industry Leader's Market Awareness

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CHALLENGE

Following its acquisition of FuelQuest, a leading enterprise fuel management solution, Veeder-Root partnered with Pierpont to conceptualize and deliver an integrated marketing and communications program to engage retail fuel operators, fleet organizations, and service station owners. The campaign leveraged media and blogger relations efforts, digital activation, content generation, and event support. The messaging strategy relayed to the industry how Veeder-Root's hardware and services would enhance customer value when coupled with FuelQuest's fuel management software and services.

OBJECTIVE

One large campaign centered around the summer driving season, when more drivers were on the road and filling up at the pump than ever before. The goal was to reach convenience store owners and operators to encourage them to upgrade their fueling equipment in time for the swell of summer drivers.

APPROACH

Pierpont partnered with Convenience Store News to develop a webinar, run online advertising and generate guest content from Veeder-Root subject matter experts. The webinar attracted major industry leaders from Valero, ExxonMobil, HyVee, Chevron, Tesoro, and more. Overall, the campaign generated more than 150 new leads and significant media placements in national and trade publications, including a major placement with the Houston Chronicle.

RESULTS

By creating and implementing a streamlined communications strategy, Pierpont helped establish third-party credibility, industry thought leadership, and engagement with customers and prospects.
