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**BIANCHI PeRspectives**  
AUTUMN 2018

## Auto Suppliers at CES: Is it worth the cost?

**AUTO SUPPLIERS at CES LAS VEGAS**  
*PR expectations VS PR realities*

Before investing in CES, understand the media landscape of this massive event to determine if CES is the right venue for your news.

EXPECTATIONS	REALITIES
With more than 7,400 journalists attending CES, auto suppliers can garner tons of credible media exposure at their exhibit.	Auto suppliers face fierce competition from 4,000+ other exhibitors (many from consumer product giants), all vying for journalists' attention.
With so many journalists at CES, many will have the time and energy to attend an auto supplier's exhibit or news conference.	Many journalists have jam-packed schedules with back-to-back press conferences. The official media center closes after 36 hours, depriving journalists of a work/relaxation space during the exhibition.
Because CES attracts over 180,000 attendees, international attention and a massive media presence, auto suppliers are bound to receive key media placements on cable news.	The odds of an auto supplier gaining national network TV coverage are extremely low. TV crews have time for only a handful of stories from the thousands of consumer tech gadgets on display.

To learn more about auto supplier PR at CES, visit: [bianchipr.com/blog](http://bianchipr.com/blog)

## Who Should Exhibit their Technology at CES, the World's Largest B2B Trade Show?

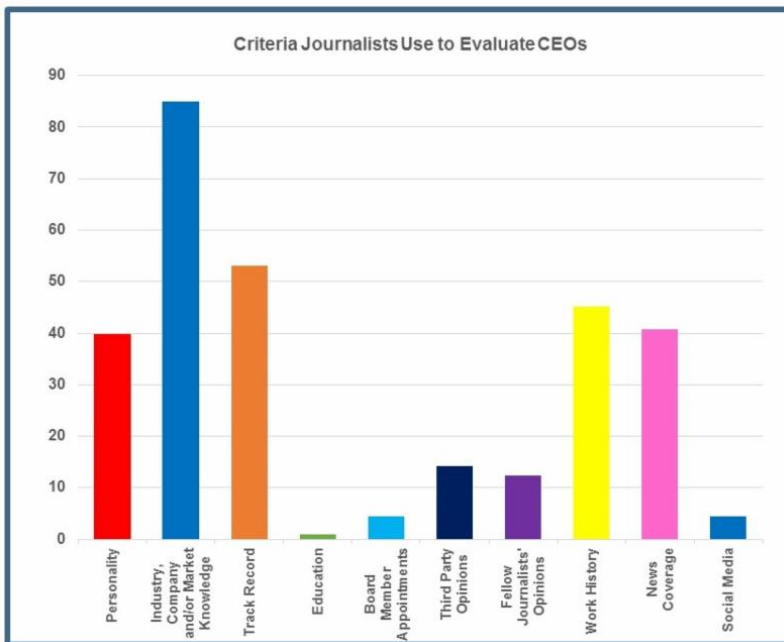
As the gap between the Motor City and Silicon Valley shrink with technological advances, CES - formerly known as the Consumer Electronics Show - has in a way become its own, unique auto show. Showing off their latest technologies and concepts, many automakers and top automotive suppliers have latched onto CES every year in Las Vegas.

Many top-tier automotive OEM suppliers - including Bosch, Continental, Delphi, Magna, Visetron and ZF - participate in CES every January. With a large number of suppliers rushing to Las Vegas for the show, many PR and marketing directors are wondering what the pros and cons of exhibiting there are.

Click here for the full article: <http://bit.ly/2MJwf72>

## CEO Media Interview Mistake #3 - Not Knowing What Criteria Journalists Use to Evaluate CEOs

**Fact: Educational Background is Least Important of Top 10 Factors**



Fewer than one in 100 journalists around the world surveyed by the Public Relations Global Network (PRGN) ranked education one of the top three factors they considered when evaluating a CEO around a media interview.

Click here for the full article: <http://bit.ly/2KLUVII>

Check out our Top 10 North American Influencers for Automotive Suppliers

post: <http://bit.ly/2CBwE7y>

## Client Congrats!

### Congratulations to...

... [Cooper Standard](#) on the successful opening of its new Japan headquarters and engineering center in Yokohama. And a special thanks to our PGRN partner, [Integrate Communications](#) in Tokyo, for their onsite press conference support. Judy Kuramata and her team garnered a great press turnout with 23 media attendees, despite a typhoon that day! <http://bit.ly/2zmDXwr>

... [Cooper Standard's](#) Sharon Wenzl for being named one of Crain's Detroit Business' 2018 Notable Women in Marketing: <http://bit.ly/2yfNrsI>

...[BASF's](#) coatings division for receiving the Red Dot Product Design award in the "materials and surfaces" category for its functional automotive coating technology for passive temperature management. <https://on.basf.com/2Rcq6Qa>

...[Schaeffler](#) for the Detroit version of its successful 11th Schaeffler Symposium. Here the global auto supplier presented its technologies for future mobility and announced a new vehicle concept called the "Schaeffler Mover." Bianchi PR assisted with the pre-event media relations, registering 12 media RSVPs from top tier automotive, business and industry publications for this in-depth, day-long technical event. <http://bit.ly/2N89XrG>



## Check Out Our Latest "Meet the Media" Profiles

Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a

key journalist that covers our clientele. Here are some of the latest posts:

- [Tom Worobec: Editor and News Anchor for Automotive News TV](#)
- [Drew Winter: Senior Content Director for WardsAuto](#)
- [Bruce Morey: Contributing Editor for SME Manufacturing Media](#)
- [Jamie LaReau: Business and Automotive Writer for the Detroit Free Press](#)
- [Sue Voyles: Executive Editor for Corp! Magazine](#)



## Our PRGN Teammate Headquartered in New York City

One of the pioneers in Investor Relations, [The Equity Group](#) was founded in 1974 and continues to focus on IR. With headquarters in New York City, the team has 230 years of combined experience in strategic investor and corporate communications, investment community relations, market intel, and C-level advisory.



For its public company clients, The Equity Group is quite active in investor and analyst outreach and relationship-building, arranging telephonic meetings, Non-Deal Roadshows and Investor Days that lead to new institutional investors and research coverage.

The firm's client base conducts roughly 2,000 investor and analyst interactions each year.



Loren Mortman, President.

The Equity Group's clients operate in a wide range of industries, including A&D and automotive supply, E&C, chemicals, consumer products, financial services, healthcare products and services, and technology, among others.

Likewise, the firm's clients vary in size, typically ranging between \$25 million and \$3 billion in revenues, with some falling above and beneath those levels. Geographies are also varied with clients headquartered throughout the US, as well as in Asia and Europe.

The team combines legacy knowledge of financial communications, and an unparalleled reputation for integrity and client service with evolving industry best practices to design and execute Investor Relations programs that help deliver long-term stakeholder value.

For some clients, The Equity Group serves as an outsourced Investor Relations department - a virtual "office down the hall." For larger companies with an IR Officer or similar internal capabilities, the firm provides an array of communication, advisory and other

support services.

The Equity Group measures its client relationships in years - not months - and the team views each engagement as a long-term partnership opportunity. In this regard, client relationships average seven years and often span 10-20 years, a reflection of the firm's capabilities, results-oriented approach and commitment to clients.

For more information, visit [www.theequitygroup.com](http://www.theequitygroup.com) or reach out to the firm's president, Loren

Mortman, at (212) 836-9604 or LMortman@equityny.com.

To learn more about tapping the global / local power of PRGN, contact Jim Bianchi at 248-269-1122 or [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com)



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