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5 Ways Automotive & Mobility Suppliers Can Gain Media Coverage During the Pandemic

It's been a rough ride for many automotive and mobility suppliers this year as the Covid-19 pandemic has impacted the industry with shutdowns, disruption, uncertainty and a scramble of changed plans.

It's a hard time to know exactly how to proceed when it comes to gaining media coverage and getting your messaging out there with the right tone, all while dealing with dramatic changes in the marketing and media landscape.



But this can be a time of great opportunity ... **IF** communicators are able to take advantage of the altered 2020 roadmap, take the temperature of the current news cycle and think of targeted, transparent, original news to pitch that aligns with awareness of today's environment.

This is the time for automotive suppliers to step outside their usual playbook and to strategize how to provide helpful, interesting content. This content shouldn't ignore the pandemic or appear tone-deaf, but should buoy their brands and strategies.

Efforts should be based on **rebalancing** your 2020 media outreach goals to best address all the changes key audiences face ... and on focusing on current concerns, while still remaining committed to core messaging from pre-Covid times.

For the five things to consider that can help PR professionals at automotive mobility suppliers to capture media coverage in today's pandemic challenged media environment, [click here](#).

Not Back to Normal: 5 Factors for Communicators to Keep in Mind Post-Pandemic



While most places are not completely out of the Covid-19 woods yet, we are seeing movement toward something that resembles an altered version of "normal" as select industries and workplaces return to work in-person.

With new safety and social distancing procedures in place, people in the automotive, manufacturing and mobility technology space are ramping back up as the industry machine starts chugging again.

But as we re-emerge, we quickly notice that things aren't exactly the way they were before.

Many aspects of business under pandemic conditions still linger. Frequently, we find ourselves asking: what things should we as communicators be keeping in mind during this time of uncertainty, especially when dealing with media, vendors and partners?

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 the latest posts:



- [Dan Carney](#), Senior Editor for Design News
- [Gideon Scanlon](#), Editorial Director of Media Matters
- [Madeleine Winer](#), Managing Editor at Tire Review
- [Anna Zeck](#), Editorial Director at 10 Missions Media
- [Lee Teschler](#), Executive Editor of Design World & EE Worldonline
- [Chad Kirchner](#), Automotive Freelance Reporter

Our PRGN Sustainability Teammate in Australia

Believe it or not, Bianchi PR's clients have a voice 'Down Under'. In the land of "Crocodile Dundee" and "The Crocodile Hunter," Bianchi PR is represented by [Currie](#).

currie

Right now, as members of the [Public Relations Global Network](#), the two leading firms are part of a worldwide conversation about how the megatrend of **sustainability** is remaking global supply chains.

Currie is a sustainability specialist. It consults to people and organizations that sustain life on our planet.



Mark Paterson, Principal

Based in Melbourne, Australia, Currie works with leaders from business and government who are brave enough to start difficult conversations about food, water, and nature, and society's wellbeing.

As a proudly certified B Corporation (BCorp) - *BCorp is to business what Fairtrade is to coffee* - Currie gives leaders a voice in their mission to create a safer, fairer and kinder future for all.

Currie sees business sustainability as a journey to a better world.

It's about creating long-term stakeholder value - economic, social and environmental. Currie believes those companies with a forward-looking view, a great story to tell and a plan for sustainable development are destined to be great.

For business, being sustainable means working in a way that improves productivity and enhances social and environmental impact, as well as contributing towards the Sustainable Development Goals (SDGs).

In today's globalized world, major listed corporations as well as smaller non-listed companies are part of the same supply chain. If a supplier cannot demonstrate they are responsibly sourcing their own supplies and materials, there is a risk they might lose their contract or even worse, become the subject of a boycott.

Many of the jobs in sustainability are found in the food, transportation, manufacturing, energy, recycling, mining, investment, tourism, hospitality and climate change sectors.

In 2017, the sustainability sector in the United States [employed 4.5 million people](#) - a 33% increase over 2011.

It is estimated that up to [\\$US12 trillion in market opportunities](#) (and 380 million jobs) can be created across 60% of the global economy if business, investors and government put the SDGs at the heart of the global economic strategy.



Susan McNair, Managing Director

In Australia, Currie has been integral to the creation of sustainability frameworks for the Australian beef, sheep and dairy industries, and telling sustainability stories for the likes of VISY Industries and Coca Cola. By turning visions of leaders for sustainability into strategies and stories that make sense. Currie assists its clients to create resilient economies, vibrant communities and healthier environments around them.

Selling sustainability is not always easy, especially during a pandemic, yet, as always, it's a case of 'selling the sizzle before the sausage'. Which is why Currie and Bianchi PR are here to help you tell your sustainability and ESG (environment, social, governance) story.

If you are looking for this kind of specialized communications support - or local market knowledge and insight from seasoned communications professionals in Australia, let us connect you with Currie.

And if you need local expertise in any other key markets around the world, let us introduce you to one (or more) of our 50 [PRGN partners](#) spanning Asia, the Americas, Europe, Africa, Australia and the Middle East.



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