

PR - TV CASE STUDY: **Smith & Solomon**

CHALLENGE

With the trucking industry facing a shortage of 100,000 drivers, Smith & Solomon needs to attract students to its Commercial Driver Training campuses. Through focus groups we learned that a large portion of the target audience does not read a daily newspaper.

SOLUTION

Block & DeCorso's public relations specialists developed a strategy to gain exposure for Smith & Solomon using television news on networks viewed by the target audience.

RESULTS

We gained valuable exposure for Smith & Solomon with:

- Live onsite coverage over the course of two hours by the New York Fox affiliate. It included the weatherman learning how to drive a truck.
- A segment on the national CBS Nightly News.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



SMITH & SOLOMON



BLOCK & DECORSO

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