

ANNE KLEIN COMMUNICATIONS GROUP

A Foreign Corporation Makes Local Friends One in a Series of Award-Winning Solutions

The Challenge:

To introduce London-based Kvaerner Group's newest shipyard to the Philadelphia community, and establish it as a state-of-the-art shipbuilding facility with a motivated local workforce.

Results:

- Media coverage of the Grand Opening and Keel Laying Ceremony appeared over two days, with multiple impressions on the six television network affiliates, three local radio stations and in many newspapers including *The Philadelphia Inquirer*, *The Courier Post*, *Delaware County Daily Times* and *The Philadelphia Daily News*.
- More than 450 politicians, business leaders and local community leaders attended the Grand Opening Ceremony, exceeding the initial goal of 75 guests.
- Recognition among the Philadelphia business community soared, as Kvaerner Philadelphia Shipyard Inc. (KPSI) received more than 30 requests for group tours of the facility.
- Employee Family Day increased morale among the employees, as KPSI demonstrated its commitment to its local work force.

Background:

The Kvaerner Group had purchased the Philadelphia Shipyard and had begun building its first ship. The Philadelphia Shipyard had not produced a ship in 30 years. As a new business in Philadelphia with a parent company in financial difficulties, many Philadelphia politicians and business leaders doubted the longevity of the shipyard and its commitment to the local economy. (The shipyard was later purchased and continues to operate as the Aker Philadelphia Shipyard.)

KPSI planned on laying its first keel shortly when they first contacted Anne Klein Communications Group, so the agency had to move quickly. AKCG researched the keel laying process and traditions, and brainstormed for a plan of action.

The Campaign:

AKCG took advantage of the keel laying to use it as the cornerstone for a series of special events surrounding the "official" grand opening of the shipyard. These events would create an air of excitement and celebration while providing physical proof of the reborn shipyard. The events included a media day, a VIP dinner, the grand opening and keel laying, and an employee family day.

Based on research, AKCG developed the VIP and guest lists, which included Philadelphia Mayor John Street and Pennsylvania Governor Tom Ridge. AKCG also arranged a thank-you dinner for 40 VIPs. Aside from the guest lists, AKCG planned all logistics for the entire series of events. News releases and media kits reached targeted reporters and editors.

To learn more about how Anne Klein Communications Group can introduce your company to the community, please call and ask for Anne Klein or Chris Lukach.