

Tyco Plastics & Adhesives

Executive Visibility Program

Tycos Plastics & Adhesives is a leading global manufacturer of plastic film, specialty tapes and adhesives, coated products, garment hangers and disposable plastic ware. One of the conglomerate's five business segments, its 2004 net revenue was \$1.7 billion. Major markets served include retail, industrial, automotive, agriculture, housing and food packaging.

Challenge:

In spring 2005, due largely to soaring resin prices, the price of polyethylene was at its highest in more than a decade, with further increases likely. Plastics manufacturers and their customers were feeling the crunch. Although Tyco P&A is one of world's largest purchasers of resins and raw materials, the company was regularly omitted from business trend stories. Furthermore, its executive leadership, including Division President Terry Sutter, was unknown to trade and national media who were regularly reporting on polyethylene costs. Tyco P&A looked to Landau Public Relations to change this.

Strategies & Tactics:

We launched a strategic media relations campaign to:

- Familiarize national and trade media with Mr. Sutter (below)
- Position Tyco P&A leadership as industry experts
- Promote Tyco P&A's cost-reduction initiatives



Our first tactic was to promote Mr. Sutter's scheduled presentation at a leading industry conference. We invited attending media to his talk and secured one-on-one briefings both before and after the speaking engagement. We also researched reporters who were regularly covering the raw materials market and offered informational interviews with Mr. Sutter. Finally, we identified potential opportunities to promote the company's industry expertise and operational initiatives by reviewing publications and editorial calendars, focusing on outlets that reached Tyco P&A customers and shareholders.

Results:

We secured interviews with leading trade and business news media outlets, including *Chemical Week*, *Plastics News*, *Chemical Market Reporter*, *Forbes*, *The Financial Times*, *Reuters* and *IndustryWeek*. Our efforts resulted in feature stories about Tyco P&A, Mr. Sutter's repeated use as a resource in trends pieces, and a cover story and case study feature on the company's operations in *IndustryWeek*. Mr. Sutter and Tyco P&A senior management were pleased with the new media relationships, use of Mr. Sutter as a thought leader and all the coverage they received.

