



HAUTE

IN TEXAS

Client Case Study

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OUR CLIENTS

INDUSTRIES

Retail

Consumer Goods

Professional Services

Education

Non-profit

Automotive

Food & Beverage

Real Estate

SOCIAL

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WHAT WAS THE GOAL?

STATEWIDE IT/TECH COMPANY

Media Relations + Crisis Communications

The client came to HIT in the throes of the COVID-19 pandemic with a new product launch to assist businesses with tracking temperatures of visitors and employees. The HIT team was tasked with reaching media bombarded with COVID-19 coverage and communicating a technical product effectively to the general public. Targets included media in every major market in addition to smaller regional publications.

HOW DID WE DO?

RESULTS

Over the course of a 3-month campaign:

- Media coverage across multiple markets drove over \$400,000 in revenue for the client.
- Total unique views totaled over 38.4 million.
- During the first and second press releases, HIT was able to document a 50% increase in the Google Trend Report "Interest Over Time" metric for the company name.
- The campaign was awarded a 2021 Del Oro Award for excellence in PR and Marketing strategy.

WHAT IS THE CLIENT SAYING?

FROM THE MARKETING DIRECTOR:

"It is such a pleasure to work with the HIT team. They go above and beyond, provide great strategy advice and ultimately incredible results. I could not ask for a better PR partner!"