

# Titan



## **Opportunity**

As one of the world's largest manufacturers under contract with the United States for armed forces equipment and technology, Titan wanted to introduce its new surveillance system and celebrate the contract formed with the U.S. Army. How do you position an event in Washington D.C. in the aftermath of Sept. 11, connecting with industry and government purchasers and attracting media attention?

## **Insight**

LaBreche was able to attract a crowd of hundreds to Capitol Hill for a press conference, including dignitaries, U.S. Army members and media. LaBreche also coordinated to have an Army vehicle driven onto the lawn of Capitol Hill so that combat specialists could provide demonstrations of the surveillance system and how it is used during combat.

## **Outcome**

Key decision-makers, members of Congress, and dignitaries were in attendance, along with the targeted audience of industry and government purchasers. Many crawled through a Humvee to experience the surveillance system first-hand. Resulting print and broadcast stories reached over seven million, and this exposure played an important role in Titan securing additional government contracts.

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