

Case Study

Vinci Park

Sector: Car-parking management, enforcement on and off-street, design, build, finance and operate, leasing solutions

Market: Local authorities, retail & property, hospitals and transport providers.



Background

VINCI Park provides reliable and innovative parking solutions for a wide range of public and private organisations.

Objectives

- To be a trusted and respected brand with a reputation for quality delivery and innovation – number 2 in the UK within 3-5 years
- Increase car park occupancy over a two year period
- To measurably increase market share and improve brand awareness within the business trade press
- To increase awareness within the driving public
- Target new sectors to broaden business portfolio.

Solution

To build brand awareness and preference within the marketplace, as well as developing lead generation from relentless PR campaign in core UK titles

Solicit feedback from partners and use to tailor communications for new business opportunities

To project-manage VINCI Park UK presence at Parkex.

Results

Consistent coverage in both leading trade magazines Parking News and Parking Review will have achieved significant brand awareness, with the combined circulation of both journals totalling around 10,000 per month. By securing overviews and comment on key topics, we have been able to position VINCI Park as an industry expert. By also introducing leading editors to the VINCI Park senior management team at trade events and exhibitions, the brand received a highly visible Double Page Spread in Parking Review's annual review of the year, as well as other stand out features.

With a combined PR focus on vertical and horizontal sectors,





we have paved the way for new coverage in areas such as health, education, property and local government. The marketing jigsaw was completed with a radical overhaul of the company's website, bringing a fresher, more dynamic feel to the brand.

The value of the press coverage achieved by Shere was in the region of £50,000. This combined with VINCI Park's dominance at the 2008 British Parking Awards highlight the benefits of an integrated marketing and PR campaign.

Client comment

"I feel that a great deal of progress has been made over the last 18 months in terms of re-launching VINCI Park to the industry and opening up a dialogue with key publications, as well as overcoming previous negativity that existed within certain media."

Danielle Mothes
Marketing Manager

