



Live Wire empowered
PeopleSoft, Inc. to regain
its stronghold as a
government information
technology contractor.

In today's 24-hour news environment, business leaders understand that the media has greater reach and more power to affect their success than ever before. Whether a business needs to leverage the media to achieve its objectives or manage the media to protect its reputation, it takes experience and a powerhouse of talent to navigate today's challenging media environment.

PR Challenge

In 1998, PeopleSoft's presence in the Federal Government was faltering. The company's line of eGovernment applications was incomplete, its products were no longer unique or superior, revenues were down, profits had disappeared, and 80% of its market share had evaporated. To turn things around, the company's new CEO articulated a vision for the company centered on the creation and implementation of a new strategic communications effort that would capture and convey the company's rejuvenated spirit to internal and external audiences as PeopleSoft rolled out new programs, products and services. After a national search, PeopleSoft selected Live Wire to deliver a comprehensive PR strategy to accomplish the company's objectives.

PR Campaign Objectives

Live Wire engaged in a series of discovery sessions with the PeopleSoft leadership team to gain an in-depth understanding of the company's brand, products and services, market position, and business objectives. Live Wire then analyzed and synthesized that information and developed the following PR objectives to advance PeopleSoft's business goals:

- Elevate PeopleSoft's profile and reputation with specialized industry trade press and with leaders in Federal IT procurement;
- Introduce and promote PeopleSoft products and services to key target audiences and reinforce the competitive advantages PeopleSoft, gives its Federal customers;
- Enhance marketing efforts by strengthening PeopleSoft's relationship and reputation with its Federal customers.

Campaign Strategies

Based on a comprehensive analysis of PeopleSoft and its competitors, Live Wire recommended the following strategies to accomplish the defined PR objectives:

- Proactively engage targeted reporters, editors, and producers to educate them about PeopleSoft and its products and services.
- Leverage key product launches and milestones as high-value opportunities to promote the PeopleSoft brand to key target audiences.
- Research and secure high-value editorial opportunities for key PeopleSoft executives to elevate the PeopleSoft brand to a position of thought leadership.

Develop marketing and communications processes and materials to support new business development and client retention.

“Through sound strategic planning and tactical implementation, Live Wire greatly enhanced PeopleSoft’s visibility for our Federal Government & Public Sector industries within the trade media. I was impressed with Live Wire’s team of experienced PR professionals and their ability to secure and quantify results.”

— Laurie Stone,
Director, Industry Marketing PR &
Analyst Relations, PeopleSoft

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Campaign Tactics

Live Wire developed and implemented a comprehensive strategic public relations campaign for PeopleSoft:

Strategic Public Relations Counsel

Throughout Live Wire’s relationship with PeopleSoft, we brought to bear decades of collective public relations expertise and provided the company strategic counsel on all aspects of public relations, from message development, to brand enhancement, to strategic positioning, to tactical implementation.

Media Training and Thought Leadership

Live Wire specializes in empowering clients to communicate key messages to target audiences to accomplish their objectives. Through our comprehensive and cutting-edge media training and placement program, we helped the PeopleSoft develop a trained cadre of executives to offer to print and broadcast media as expert commentators on key issues of the day, leveraging their expertise and reputations to strengthen the PeopleSoft brand and enhance its reputation. After researching and analyzing current business trends, Live Wire pursued editorial, news interview, and speaking opportunities that enabled PeopleSoft executives to demonstrate their thought leadership and innovation to key target audiences.

Client Relations and Marketing

Live Wire’s experts know that public relations can be as narrowly targeted as ensuring effective one-on-one communications with key client representatives. Therefore, we worked with PeopleSoft to develop and implement internal processes to strengthen client communications and turn existing Federal customers into advocates for PeopleSoft products and services.

Campaign Results

Live Wire delivered the following results for PeopleSoft:

- Between 2000 and 2002, Live Wire generated more than **125 article placements** for PeopleSoft’s Federal Government and Public Sectors for an average of **10 article placements per month**;
- Live Wire secured coverage in key industry publications including **Federal Computer Week, Government Computer News, Federal Times, Government Executive, Washington Technology, Civic.com, Converge, Education Week, Governing and Government Product News**.
- Live Wire’s rapid and dramatic results encouraged PeopleSoft to name Live Wire as agency of record for all of its business units, including Communications, Consumer Products, Financial Services, Healthcare, High Technology/Electronics, Higher Education, Industrial/Automotive Products, Professional Services Automation, Retail, Service Industries, Transportation, Utilities.
- For ALL units serviced, Live Wire earned **366 media placements**, which generated nearly **200 million media impressions** in various vertical trade publications.
- Live Wire’s role expanded beyond media relations and analyst relations to include workplace performance counsel for internal communications and creative services for executive presentations, public relations quantitative reports for the PeopleSoft board of directors, and articles for PeopleSoft’s internal magazine, *PeopleTalk*.

