

CES 2025: Expert Tips to Ensure Mobility Supplier PR Success

Attention mobility suppliers! The countdown to CES 2025 has begun and now is the time to start planning your PR strategy.

We know what you're thinking: "in August?"

And the answer is YES!

But where to start? Like in the past, we suggest one of the best ways to move forward is by looking back. Data from the CES 2024 show is one source of information that can provide useful insight to the automotive and mobility technology companies looking to maximize their ROI with PR at CES 2025.

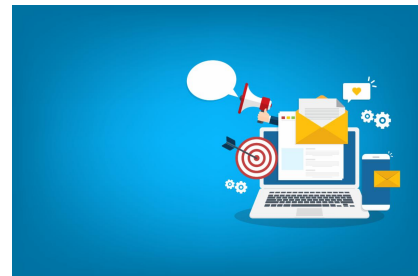


Look at these three insights – and one Bonus Tip – derived from the data the Consumer Technology Association (CTA) shared about CES 2024 that may help your CES 2025 PR planning:

[Read the full post here](#)

Traditional PR Evolves: What You Need to Know

The fast-paced changes in the world are also affecting today's traditional public relations and media environment ... and the ability to generate coverage, especially for automotive and mobility technology suppliers.



With fewer journalists than ever covering the auto supplier sector, those that are left are being asked to do more, such as putting out stories more frequently across traditional and digital platforms, covering broader beats, and creating content for social media, videos, webinars, and more..

With the increased challenge to score positive coverage, more companies are adopting the integrated **PESO model** approach popularized and copyrighted by Arment Dietrich CEO and Spin Sucks founder Gini Dietrich. These companies are integrating paid, earned, shared and owned media into a cohesive effort to build authority and position themselves as experts.

As they do, many PR departments are focusing more of their efforts and budget on paid, shared and owned media components. It's easy to get comfortable with these three areas, as they help PR pros to be in control and have built-in predictability and metrics while eliminating risk.

But implementing the PESO model approach without a strong earned media relations component won't generate much success. You need all four components to succeed. Maximum success is truly dependent upon including the earned media components, and here's why:

[Read the full post here](#)

Meet the Media

Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a key journalist that covers our clientele. Here are the latest posts:



- [David Muller, Senior Editor at SME Media](#)
- [Tim Culverhouse, Editorial Director of Robotics 24/7](#)
- [Alex Keenan, Associate Editor of Fleet Maintenance](#)
- [Sebastian Blanco, Editor-in-Chief of Automotive Engineering](#)
- [Jeremy Wolfe, Editor for FleetOwner](#)

Client Happenings & Congrats!



SAE International's largest commercial vehicle event, **COMVEC**, is returning to the Chicago-area on September 10-12. The show is the leader commercial vehicle forum where global experts in the on-highway, off-highway and defense sectors collaborate.



Congratulations to **Cooper Standard** for being named to the [USA TODAY's list of America's Best Climate Leaders 2024](#) and to its Aguascalientes, Mexico facility for being awarded a [2024 Seraph Operational Excellence Award for quality excellence](#).

Client Media Highlights: As seen in...



Automotive News: [Prestone scientists working to develop low-conductivity coolant to boost EV efficiency](#)



Design News: [Square-Ball Joint is a Smooth Operator - CCTY](#)



Charged: [Cooper Standard's new eCoFlow Switch Pump simplifies EV thermal management systems](#)

BPR at CAR Management Briefing Seminars

For the 32nd year, **Bianchi PR** will be working the [Center for Automotive Research's Management briefing Seminars](#) in Traverse City, Michigan, starting **August 5**. If you or a colleague are attending what is one of North America's top automotive thought leadership events, look for us on scene.



Global Insights: Faces & Markets of PRGN

Originally appearing on the Public Relations Global Network's blog, we're sharing the series of in-depth profiles of key international markets written by one of our PRGN partners. Here are the latest profiles:

- [Malaysia – The Future-Forward and Business Ready Market](#)
- [India – Where Diversity Meets Dynamic Growth](#)
- [South Korea – A High-Tech Economy and a Cultural Powerhouse](#)
- [Hong Kong – Asia's World City](#)



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Bianchi Public Relations, Inc. | 901 Tower Drive Suite 420 | Troy, MI 48098 US

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