

## Cookerly gets WiSE™ with AirSage

### Overview

AirSage is the leading provider of reliable and accurate real-time traffic information providing partners and customers with the highest quality speed, travel time and traffic flow information on more than 100,000 miles of the nation's highways, freeways, primary roadways and arterial roads. The Atlanta-based company has developed innovative, patented software technology that aggregates anonymous, patented data from wireless mobile operators. AirSage is currently the only company in the U.S. with a wireless carrier partner that is committed to a national deployment and is the only company with the capability to provide real-time traffic information using this ground-breaking technology.

### Objectives

Cookerly Public Relations was charged with boosting name recognition, visibility and awareness of AirSage, positioning the company as the market leader in real-time information data, and positioning AirSage and its industry experts as leaders in the field.

### Strategy & Tactics

Cookerly Public Relations compiled a comprehensive media list and designed a national media relations campaign, focusing on mass media, trade/government publications and industry analysts.

### Results

With almost 100 earned media placements in the first 10 months, Cookerly surpassed all media goals. The agency was able to secure placements in *BusinessWeek*, *Newsweek International* and more than 50 percent of the top trades, as outlined by AirSage. The coverage reached more than 13 million people, with an advertising equivalency of nearly half a million dollars.



Cookerly achieved its goal of positioning high-level AirSage executives as experts in the industry. Bylines were placed in both regional and national publications, including *Business to Business*, *Thinking Highways* and *Telematics Update*.

In addition, the agency used targeted pitching to set up interviews between AirSage and some of the top industry analyst groups, including ABI Research and J.D. Power & Associates.



### Highlights

AirSage appeared in almost 100 media placements in the first 10 months.

*BusinessWeek* and *Newsweek International* (above) both covered AirSage.

AirSage has been featured in various top trades, including *Telematics Update*, *Thinking Highways*, *ITS International*, *Better Roads* and many more.

AirSage executives met with top analyst groups, such as J.D. Power & Associates and ABI Research.