

Community Awareness & Education

Asea Brown Boveri (ABB)

*the***BRIEF**

Adrenalin was asked to develop a strategy that would assist ABB minimise resident complaints in the construction phase of the Sydney Light Rail and increase opportunities for ABB as a primary supplier of such services.

*the***OBJECTIVES**

Primary

Inform the local community of who ABB are.

Minimise complaints regarding the construction process.

Secondary

Promote ABB as an large project infrastructure supplier.

*the***SOLUTION**

Adrenalin developed an integrated approach with ABB's PR agency. Together, Adrenalin developed the imagery and media strategy while the PR agency developed an aggressive and targeted campaign of 'good news' stories regarding the construction process and it's benefits. Media utilised included local press for community education and mainstream press including the Financial Review targeting CEO's and key decision makers.

*the***RESULT**

ABB received minimal complaints during the construction phase!



Adrenalin
...what a great idea