

MAYTAG COMMERCIAL LAUNDRY

Efficiently executing a global public relations plan.



THE RACE TO RECRUIT.

Continued urbanization has greatly increased the demand for laundromats throughout the APAC region, which is now the fastest growing commercial laundry market in the world. This presents an incredible opportunity for commercial laundry manufacturers to grow their businesses by reaching beyond mature markets like the U.S. and Europe. But it has also resulted in a race to recruit APAC distributors that can bring a manufacturer's product to this expanding market. To give Maytag Commercial Laundry an advantage in this race, we used an efficient public relations strategy that capitalized on an existing event in Jakarta, Indonesia.

Forming a local action team brings region-relevancy and execution-efficiency to a global public relations plan.



Capitalizing on an existing event was not only an efficient public relations strategy, it also enabled us to credibly and authentically show prospective distributors the success they could attain if they partnered with Maytag Commercial Laundry.

A GLOBAL PR PARTNERSHIP.

Our strategy was to invite prospective distributors, along with the media, to take part in an existing distributor's Center of Excellence Showroom grand opening. It was a unique opportunity for prospects to get an inside, hands-on look at how successful they could be by partnering with Maytag Commercial Laundry. Our Milwaukee-based public relations team developed the APAC-region distributor lists and invites, pre- and post-event international media relations, speechwriting, asset capture coordination and more. To successfully execute the event-day activities on the other side of the world and ensure all aspects of the plan were region-relevant, we partnered with our [MAGNET Global agency network](#) to form a local action team in Jakarta.

In seeking how best to recruit new APAC-region distributors, we found the solution in the success of an existing one.



With more than a decade of global commercial laundry experience, our public relations team used their deep editor relationships to get the international media to attend the event and secure important placements.

ONE EVENT. MANY SUCCESSES.

All aspects of our public relations plan were a success. Our pre-event recruitment activities induced seven key prospective distributors to attend the grand opening, representing all seven countries Maytag Commercial Laundry considers a priority for APAC recruitment. Our media relations plan resulted in story placements in nearly 10% of the publications contacted, including key international commercial laundry outlets *Planet Laundry* and *Laundry and Cleaning News International*. And we used the showroom event to capture key photography and video assets that were immediately developed into important APAC-specific distributor recruitment content, including a sales enablement brochure and testimonial video.



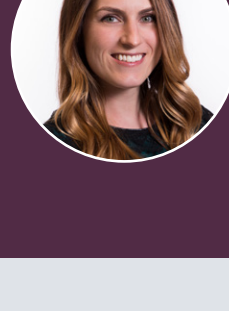
We used the event and our access to a world-class APAC commercial laundry showroom as a highly efficient way to capture regionally relevant photography and video assets for distributor recruitment sales materials.

10 Nearly 10% of editors contacted ran a story on the event, including two of the most important international commercial laundry media publications.

7 Seven prospective distributors attended the event, representing all APAC countries that are recruitment priorities for Maytag Commercial Laundry.

2 The APAC-specific photo and video assets captured were immediately used in two recruitment pieces, including a brochure and video.

"What made the execution of this event a noteworthy success was the close collaboration of PR team members across the globe. It's a powerful example how a Milwaukee-based agency can seamlessly execute a PR plan anywhere in the world."



EMILY DRISCOLL, SENIOR ACCOUNT EXECUTIVE