

TallGrass Public Relations worked with Pikel to transform a Chapter 11 reorganization into a company re-launch and brand revitalization; retaining customers, employees, and media goodwill in the process.



Company

Pikel enables the world's leading brands to maximize their reach and return through video. Comprised of a global team of experts they call "Televisionaries", Pikel designs, builds, and manages online video services for major media companies like AT&T, Axiata, BSkyB, Mediaset, Sky Deutschland and Televisa, as well as enterprise brands like Airbus, Barnes & Noble, and Volkswagen. Headquartered in New York City, Pikel offices can be found throughout Europe and the Americas, serving more than 1,600 clients in over 50 countries.

Challenge

Pikel, formerly known as KIT digital, needed to halt a tide of negative news and create a positive foundation that would allow the new management team, and ultimately, the newly reconfigured and recapitalized company to succeed. With a blue chip customer base and talented employees around the world, they were at risk of having their major customer relationships and clients take flight or be poached while dealing with internal issues. In short order, Pikel needed to:

- Rebuild confidence in the company and management team through controlled conversations, internally and externally
- Retain and motivate the Pikel team by promoting greater transparency and insight into the future direction of the company
- Retain existing customer base, cultivate opportunities and grow new customers
- Change media perception and conversation

TallGrass led Pikel's strategic planning and communications outreach for the company around a unique, unusual and quick Chapter 11 process, aligning a complex mix of timing, audiences, stakeholders and coordination with the internal working team to identify and control the message, retain and improve key relationships and build confidence in the new management team and future of the company.

"TallGrass was an indispensable partner to Pikel, leading the communications strategy and planning to generating the needed deliverables and smoothing the way with tough analysts and journalists. Their counsel and ability to manage the end to end process enabled us to have an incredibly positive outcome."



Natasha Robertson
VP Communications
Pikel



Solution

TallGrass led a cross-company team to plan, build, execute and manage a complex set of communications to generate positive perception. On a very short timeline (<45 days), we worked hand-in glove with a globally distributed team to formulate a strategy, flesh out myriad details and prepare customized communications materials for outreach to key audiences, including hostile media and analysts.

Working with key Pikel team members, we identified a range of compelling story angles and approaches to appeal across a range of audiences—from internal employees to major financial and business press to key influential trade analysts. TallGrass created a full pre-release set of communications collateral including a comprehensive plan and timing, a press kit with executive team bios, company backgrounders, media, employee, investor, supplier and customer letters and FAQs and associated press releases and social media plans.

On the day of the Chapter 11 filing, through pre-work with key outlets, the company's positive message was shared and TallGrass turned an influential industry analyst from a detractor to a supporter. Overall, in the 4 short months from filing to emergence, the positive rebrand/rebirth message played out in key media dozens of times and the company retained all key employees and customers. An impressive result was achieved in a business where Pikel supplies mission critical services to their customers.

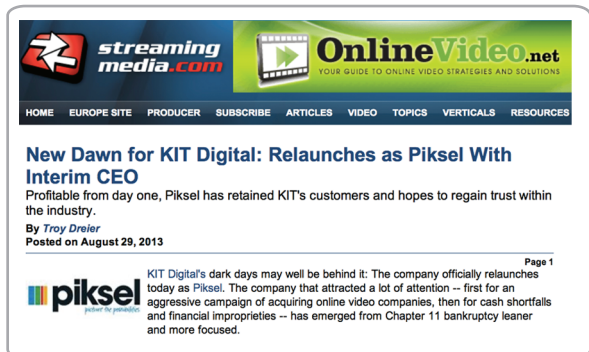
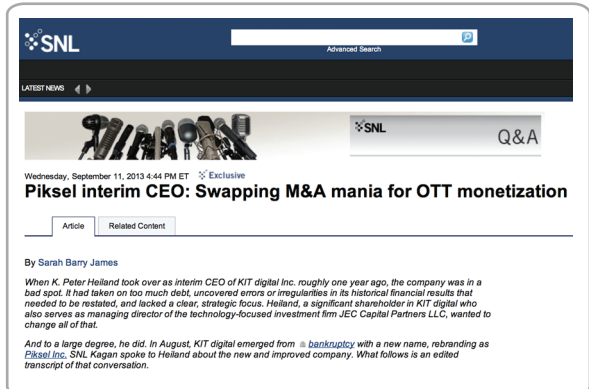
Results

As a result of the careful planning, research and cultivation of key audiences, TallGrass was able to:

Turn a potentially negative Chapter 11 process into a positive story about Pikel's future, its management team, and use it as a platform for a rebirth of the business.

Halt negative stories and perceptions, rebuilding confidence and value for employees and customers alike.

Demonstrate Pikel's financial stability to key stakeholders.



Contact TallGrass Public Relations for your public relations needs
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