



National Verizon Retailer Calls on Dittoe Public Relations to Build Brand Awareness, Engage Customers During 14-Year Partnership

CHALLENGE

- ✓ **BUILD BRAND AWARENESS**
- ✓ **ENGAGE CUSTOMERS, COMMUNITIES & EMPLOYEES**
- ✓ **SHOWCASE POSITIVE EMPLOYER BRAND**

With a coast-to-coast footprint, TCC, one of the nation's largest Verizon Authorized retailers and a subsidiary of Round Room LLC, operates over 500 locations across the U.S. As a leader in the uber-competitive wireless retail space, TCC prides itself on providing a local brand feel and community connection alongside its nationwide reach.

With such a widespread presence, the industry giant needed help building brand awareness and creating positive and engaging customer relationships within the communities it operates as well as in its corporate headquarters in central Indiana.

TCC also sought a partner capable of showcasing the business as an employer of choice with a culture so strong that its customer satisfaction rates outperform the most beloved retailers in business today.

SOLUTION

- ✓ **LOCAL, TRADE & NATIONAL STORYTELLING**
- ✓ **MEDIA PITCHING IN UP TO 500 MARKETS**

In 2010, TCC began working with Dittoe Public Relations, a national PR and social media agency. As imagined, a lot changes throughout a 14-year partnership, but Dittoe PR has continually evolved its strategies and tactics to help TCC and Round Room meet its communications goals. For nearly a decade and a half, Dittoe PR has led TCC in:

- Generating local, trade and national storytelling opportunities.
- Showcasing the business as an employer of choice.
- Securing award opportunities for the company, its culture and its leaders.
- Highlighting TCC's community impact, local mission and commitment to philanthropy.
- Executing company surveys to win workplace accolades.
- Developing thought leadership campaigns for its executive team.

SOLUTION



✓ EMPHASIS ON COMMUNITY IMPACT & PHILANTHROPY

✓ AWARD NOMINATIONS FOR COMPANY, CULTURE & LEADERS

✓ THOUGHT LEADERSHIP CAMPAIGN FOR EXECUTIVES

Community Focus

With a commitment to giving back in each of the communities it operates, TCC hosts annual quarterly community events, including donating backpacks to students (School Rocks), delivering supply kits to teachers (Teachers Rock), hosting food drives for local food banks (Rock the Pantry), and organizing supply drives for local animal rescues (Rescues Rock). The School Rocks Backpack Giveaway is TCC's biggest annual campaign, dating back to 2013.

For each of TCC's quarterly community philanthropic initiatives, Dittoe PR conducts proactive, personalized media outreach in as many as 500 nationwide markets. As the TCC stores that participate in the community events differ each year, Dittoe PR is tasked with routinely updating press lists in 500 markets to ensure media outreach is highly targeted and personalized. Dittoe PR and TCC establish new quantitative goals and develop new strategies for each campaign to ensure there is an increase in the volume of media coverage year over year, reaching new markets where TCC stores operate to engage communities in its local events.

Dittoe PR has been so successful in its PR efforts for TCC's School Rocks Backpack Giveaway that Round Room enlisted the agency to lead media relations from 2020 to 2023 for the annual backpack giveaway hosted by its subsidiary Wireless Zone®, the nation's largest wireless retail franchise system offering Verizon products and services.

Culture Focus

TCC and Round Room are invested in building a superior company culture that has a positive impact on employees, communities and customers alike. Dittoe PR has played a pivotal role in creating brand awareness and name recognition for Round Room and its companies by generating consistent, impactful media coverage, with [secured Forbes coverage](#) even referring to Round Room as "happier than the happiest place on earth," and award wins that showcase their strong culture and philanthropic efforts. The agency ensures public cohesion by distributing unified, clear and comprehensive messaging that positions Round Room as a best-in-class employer and wireless retailer of choice, resulting in boosted employee morale and repeat customers.

Thought Leadership

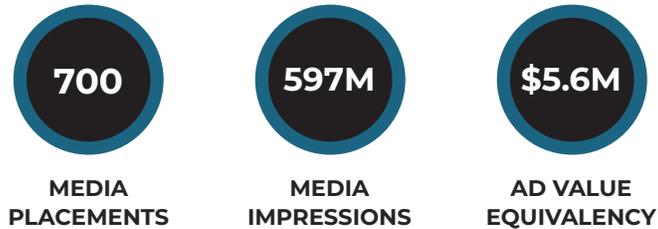
With thought leadership as a top priority for Round Room, Dittoe PR has increased influence for the CEO, President, and Chief Legal and Strategy Officer of the company, promoting them as experts in the industry and within their roles. This is accomplished by focusing on each leader's specific areas of expertise; pitching them for national, trade and local media opportunities; nominating them for awards; identifying applicable speaking opportunities; and developing bylines to run in local and trade media.

RESULTS

- ✓ **YEAR-OVER-YEAR GROWTH IN MEDIA COVERAGE**
- ✓ **400 MEDIA PLACEMENTS IN 2023 FOR FLAGSHIP CAMPAIGN**
- ✓ **44 PIECES OF CONTENT DEVELOPED IN 2023**
- ✓ **LED SHARE OF VOICE IN 2023 AT 77%**
- ✓ **NATIONAL & LOCAL WORKPLACE AWARD WINS**

From USA Today, Forbes, Entrepreneur and Yahoo! to Indianapolis Business Journal, Indianapolis Star, Success Magazine, Franchise Times, BusinessNews and more, Dittoe PR led Round Room and TCC to year-over-year growth in overall media coverage.

In 2023 alone, Dittoe PR achieved the following results for Round Room and TCC:



Dittoe PR led the most successful Backpack Giveaway campaign to date in 2023, securing over 400 media placements and 376 million impressions across hundreds of markets.

Measuring TCC's share of voice against competitors helps Dittoe PR gauge the company's brand visibility and how much it impacts the conversation in the wireless retail industry. In 2023, Dittoe PR's thought leadership efforts led TCC to an average share of voice of 77%, dominating the overall industry. TCC also led the industry in share of voice in 2022.

Additionally, Dittoe PR developed a high volume of content for TCC and Round Room to support its media relations and thought leadership efforts in 2023, including:



Dittoe PR executed the surveys and nominations that resulted in Round Room/TCC being recognized in USA Today's Top Workplaces USA and IndyStar's Best Places to Work in Central Indiana awards programs. The company won USA Today's Top Workplaces USA in 2021, 2022, 2023 and 2024 and IndyStar's Best Places to Work in Central Indiana in 2020, 2021, 2022, 2023 and 2024. Dittoe PR also led the nomination process that resulted in award wins for TCC in the EY Entrepreneur of the Year, Inc. Best in Business, Globee American Business and other awards programs.

Reports show that the average client-agency relationship in the marketing and PR world is just 3.2 years. Dittoe PR is proud of its 14-year partnership with TCC and the results achieved year after year.

COVERAGE

Forbes

USA TODAY

Entrepreneur

yahoo!

IBJ
INDIANAPOLIS BUSINESS JOURNAL

IndyStar.