

MEREDITH LAS VEGAS CASE STUDY:

Tiberti Fence Company: Local Business Gets Involved in the Las Vegas Community

The Tiberti Fence Company has helped build the city of Las Vegas since 1965. The largest fence company in Southern Nevada, Tiberti was involved in the construction of Nellis Air Force Base and has maintained a strong sense of community that has shaped who they are today.

Following in founder, J.A. Tiberti's words, "What's the harm in being nice?", Tiberti wanted to get involved in a **cause marketing** initiative that would raise brand awareness while staying true to their company culture. They just needed to find the right project and initiative to support.

THE PROBLEM:

Tiberti was looking for more ways to get involved in the community, however they typically don't do much marketing or advertising. Meredith Las Vegas approached them about a station sponsorship called **Super Build**, an initiative that would provide a local veteran a home through Habitat for Humanity Las Vegas.



"It seemed like a great extension to join Super Build to partner with FOX5 and Habitat for Humanity Las Vegas. Being able to give back not only to Las Vegas but also to a veteran really meant a lot to us,"

- Liz Teramoto, Director of Marketing at Tiberti Fence Company.



THE PROCESS:

The first collaboration between Meredith Las Vegas and Tiberti Fence Company was the **Super Build** campaign. Meredith provided 30-second promos, Facebook posts, integrated news stories and interviews showing members of the Tiberti Fence team volunteering their time and working on the house with Habitat for Humanity Las Vegas.

Super Build ran February through August, and the partnership was so successful that Tiberti Fence wanted to do more for the community by participating in a year-round initiative. That's when Meredith Las Vegas introduced them to FOX5's community outreach program, **Take 5 to Care**. Through Take 5 to Care, FOX5 and Tiberti would promote local non-profit messages and events all year long. It proved an excellent way for Tiberti to strengthen its own brand while supporting dozens of Las Vegas causes, including one category near and dear to Tiberti's heart - animal rescues!

"It was great to see the community come together, especially at a time when everybody is hurting," says Liz. "It was heartwarming to see everybody give just a little bit more."

One of the spots Meredith Las Vegas created for Tiberti Fence focused on their strong community ties. The fencing company has been in Las Vegas for decades, so the on-air Take 5 to Care spot allowed them to share their local history while supporting the city they have built.

THE SOLUTION:

Tiberti Fence Company did not target any specific audience; they simply wanted to get more involved in community-oriented

projects. Super Build and Take 5 to Care both fit that need. Meredith Las Vegas was able to put together an effective marketing campaign that gave the company positive exposure and expanded their community involvement.

With Super Build, their sponsorship and volunteer hours gave a deserving Navy veteran a new home. Through the Take 5 to Care program, Tiberti Fence Company supports dozens of community initiatives such as being a drop off location for school supplies as part of the FOX5 Supply Our Students drive.

Deliverables included:

- Participation in two community outreach programs - Super Build and Take 5 to Care
- **:30 tagged PSA promos**
- Co-branded on-air stories
- Facebook content posts portraying community service

"Take 5 to Care is a well-known program in Las Vegas, and FOX5 is the highest-rated news channel in the Valley, so everybody sees it. We're the biggest fence company in Southern Nevada, so it only made sense to partner with the largest TV station to see what we could do for the community."

- Liz Teramoto, Director of Marketing at Tiberti Fence Company.

THE RESULTS:

By listening to Tiberti Fence Company's needs, Meredith Las Vegas was able to develop a plan that worked for them. Tiberti wanted "boots on the ground," meaning their staff would volunteer and participate in events. Both Super Build and Take 5 to Care accomplished that goal.

"We've had the best time, and our partnership with Meredith Las Vegas has benefited us greatly," says Liz. "Meredith gets the word out and gets us working with the community so that we can carry on our mission of making Las Vegas a great home."

If your business is interested in cause marketing, Meredith Las Vegas can help. We believe in giving back to the community and can create a custom campaign for you and your goals.

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