



Marketing Resource Group
Integrity. Collaboration. Results.



CASE STUDY

the opportunity

In 2010, Wolverine Pipe Line Company was looking for a way to enhance its public awareness program in building genuine relationships with its stakeholders along with 700+ miles of underground steel pipeline.

how we got there

As Wolverine Pipe Line Company's Public Relations support, MRG had an opportunity to create something innovative and long lasting. Under MRG guidance and management, Wolverine launched a new community outreach program, called Partners in Pipeline Education (PIPE), aimed at educating and enhancing relationships with stakeholders along Wolverine's 700+ miles of underground steel pipeline. The PIPE Program allows representatives from Wolverine to make personal connections with Fire Departments, Police Departments, Emergency Management Personnel, Government Officials, and other stakeholders who they work with during normal operations, maintenance activities, and in case of an actual emergency. Each PIPE Program is customized to the needs of the specific audience, which can include a live presentation and video materials that discuss Wolverine's history, pipeline operations, regulations, safety, accident prevention, right of ways, emergency response preparation, one call, and other topics.

the results

With the PIPE Program approaching its ten-year anniversary, Wolverine representatives have visited over 100 communities across Michigan, Indiana, and Illinois. The PIPE program expands to include presentations to new groups every year, and it is supplemented by social media and a seasonal newsletter, which highlights the PIPE program's accomplishments.

Partners In Pipeline Education



Wolverine Pipe Line Company

QUOTE

"As one of the only Michigan based pipeline operators, it is crucial that Wolverine remains a good neighbor to our local community. MRG, through the PIPE program, allows us as a company to build and maintain relationships with those who matter most in the event of an incident. Being able to meet face to face with Emergency Responders, Government Officials, and members of the community and talk to them not only about pipelines, but about who we are and what we do is paramount, and MRG makes that happen."

Lou Kraus
Wolverine Pipe Line Company Representative

Services Provided by MRG



Spokesperson



Public Relations



Content Development



Program Management



Community Outreach



Event Planning
& Management



Newsletter Development
& Distribution