

# FedEx Safe Kids Dongguan event

- **Date:** March 2007
- **Mission**
  - To enhance FedEx's corporate image as a responsible company that cares for the children and the environment in the communities it serves.
  - To launch FedEx's international road safety campaign in Dongguan, one of the most important second tier cities in southern China.
- **Method**
  - Tailor the stories and messages of the global campaign to the local area with local data and issues
  - Create high visual photo opportunities to secure coverage and branding
  - Target local bureau of influential southern China media
- **Measurement**
  - 100% invited media attendance rate and 100% story conversion.
  - FedEx's name was quoted in most of the coverage.

