

Case study: C2i International



Client brief: Help make C2i the security provider of choice for business

Wide strategy: Establish C2i as a key media resource at times of heightened media interest in security themes. Provide advice direct to businesses in relevant trade media

Campaign highlights:

- 24/7 press office to monitor breaking security stories and place interviews with the national and international media (30 interviews on one date inc. the BBC's Today and Newsnight)
- Articles and opinion pieces drafted for business and financial publications
- e-newsletter initiated and compiled for C2i's database of thousands of security professionals
- PR Week chose as case study:

Security firm C2i taps into NoTW scandal



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