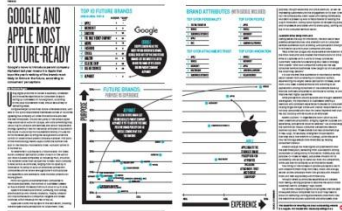


Case study: FutureBrand

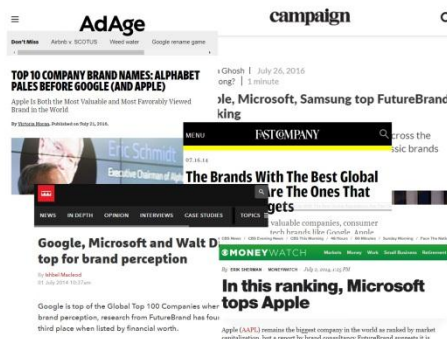
Exclusive double page spread in Marketing Week



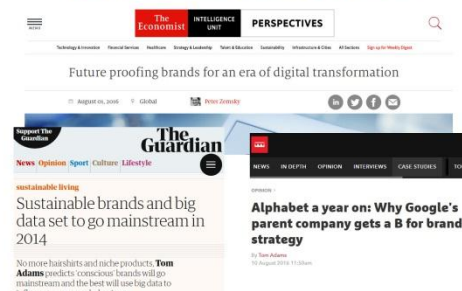
Depth interviews on CNN and in City A.M.



'Hard news' in other top titles e.g. FastCo, Ad Age, CBS, The Drum



Thought pieces in e.g. The Economist, The Guardian and The Drum



FutureBrand

Client brief:

Differentiate this global brand consultancy's approach and advance the argument for the non-financial valuation of company performance for a C-Suite audience (US & UK)

Wide approach:

Make the FutureBrand Index, its annual research-based report, a focal point through a media relations-centric campaign over four years. Build recognition for the head of strategy

Campaign highlights:

- Distilling a complex report into a phenomenon 'The Cap Gap', to feed 'hard news' on the findings (e.g. coverage in FastCo and Advertising Age), interviews (e.g. on CNN and in City A.M.) and thought pieces (e.g. in The Guardian, The Economist and The Drum)
- Exclusive in-depth coverage of results by top trade title Marketing Week
- Relating the trends identified by the report to ongoing real world events through comment (e.g. for Campaign US)



The business PR agency