

DWP – The PR Link in the Chain

LCP Consulting

Background:

LCP Consulting is a leading specialist in customer-driven supply chain management. With over 20 years' experience in the field, the company identifies where supply chains make major contributions to how businesses operate profitably and compete effectively. Company Chairman, Alan Braithwaite, is a Visiting Professor at Cranfield School of Management and a world expert in supply chain management. DWP started working with LCP in March 2009.

Achievements:

- ◆ To date four national pieces of coverage have been achieved in The Daily Telegraph (x2), The Times and the Irish Independent. These national hits doubled the target agreed.
- ◆ Since it was established, LCP has worked with 30 of the top 50 retailers in the UK. Retail is therefore a hugely important sector for the consultancy. Since the start of the campaign, DWP has achieved five pieces of retail coverage within the most read titles in the sector including Retail Week, Retail Systems and Retail & Leisure International.
- ◆ The DWP campaign has already delivered a return on investment of more than ten times the PR spend.

Client View:

John Lockton, Managing Director, LCP Consulting commented:

“Through our membership to the MCA, we have witnessed DWP’s results for almost seven years. As we had two important media launches earlier this year it was essential that the campaign got off to a flying start. This was achieved and DWP’s proactive approach in identifying opportunities and positioning LCP as the experts has continued to deliver highly targeted results.”

