

## **DWP – Putting the UK Consulting Industry on the Map**

### Management Consultancies Association (MCA)

#### **Background:**

The MCA has worked with DWP since 2002. During this time, the brand awareness of the MCA has risen considerably. The MCA client survey in 2002 found only 11 per cent awareness to the MCA brand and remit. In contrast, a more recent client survey showed that this had risen to 40 per cent.

#### **Achievements:**

- ◆ In 2007, the media relations campaign delivered £2million worth of Advertising Value Equivalent (AVE) coverage to the MCA and its member firms.
- ◆ In 2008, over 167 pieces of media coverage was achieved, with over 50 national and broadcast pieces.
- ◆ During 2008/9, the CEO of the MCA was interviewed on more high profile TV and radio stations than ever before. Interviews included BBC News, BBC News 24, BBC 2 Working Lunch, Sky News, BBC Radio 5 Live, BBC Radio 4, CNBC and Bloomberg.

#### **Benefit of the media relations campaign to MCA members:**

Steve Watmough, MD, Xantus Consulting, an MCA member commented:

*“We joined the MCA for a number of reasons; not least the fact that we wished to raise Xantus’ profile through our membership. Over the past twelve months we have been able to significantly increase our awareness with key national media; the MCA membership has opened the door to new relationships and opportunities, resulting in some fantastic coverage.”*

#### **Client View:**

Joy Burnford, Marketing Director, MCA commented:

*“Over the past seven years we have constantly challenged ourselves to raise awareness to the MCA, its members, and the benefits of using management consultants. Since 2005, the amount of coverage achieved annually has doubled. These successes are testament to our working relationship with our PR advisor, David Pippett, and I would have no hesitation in recommending DWP’s services to another organisation.”*

