

DWP – Putting the PR in PRogramme & PRoject Management

PIPC Global Holding Company Ltd.

Background:

PIPC is one of the fastest growing management consultancies in the UK. Listed at 32 in The Sunday Times Fast Track 100, the consultancy focuses on programme and project management. Through its 14 offices world-wide, operating across 25 countries, PIPC has managed some of the largest post merger integrations in the world. DWP commenced work for the consultancy in May 2009.

Achievements:

- ◆ By the end of August 2009, 16 pieces of media coverage had been achieved or confirmed against a target of 10 pieces.
- ◆ To date, five national and business pieces of coverage have been achieved in The Times, The Guardian, FT Digital Business, BNET and a five minute live interview was secured with Phil Dunmore, Managing Director UK & Europe on CNBC. The interview concentrated on the company's international growth. These national and business hits exceeded the target of two pieces.
- ◆ Predominantly, PIPC has experience within five sectors – Financial Services, Retail, Technology/Telecoms, Government and Energy (Oil & Gas, Utilities etc.). During the first three months of the campaign DWP has also concentrated its efforts on developing opportunities in the energy sector. This has resulted in media coverage in Energy Profile, Utility Week and World Pipelines. A consistent message has been delivered, with by-line articles placed in many of the titles.
- ◆ The DWP campaign has delivered a ROI of more than eight times the PR spend.

Client View:

Mark Davis, Global Marketing Director, PIPC commented:

“PIPC is one of the UK's fastest growing companies, with growth driven by our reputation for delivering some of the largest, most successful business and IT transformations in corporate history. With this position it was important for PIPC to find a public relations company who could enhance our marketing effort by ensuring our track record and thought leadership received share of voice in business and vertical media. DWP has provided a very solid start to this campaign both in terms of positioning with key journalists and coverage achieved.”

