

# DWP – Putting the PR in PRogramme & PRoject Management

## PIPC UK

### Background:

PIPC is one of the fastest growing management consultancy's 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:

- ◆ PIPC experts have been interviewed live on Sky News five times in less than 12 months.
- ◆ To date, 27 national pieces of coverage have been achieved, including The Times, The Guardian, Financial Times, The Sunday Times and Scotsman. Phil Dunmore, Managing Director UK & Europe was also interviewed live on CNBC. The interview concentrated on the company's international growth.
- ◆ Predominantly, PIPC has experience within five sectors – Financial Services, Retail, Technology/Telecoms, Government and Energy (Oil & Gas, Utilities etc.). During 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, World Pipelines, Digital Energy Journal, European Oil & Gas, and Petroleum Review. A consistent message has been delivered, with by-line articles placed in many of the titles.
- ◆ The DWP campaign has delivered a return on investment of more than 20 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 the business and vertical media. DWP has provided this both in terms of positioning with key journalists and coverage achieved.”*

