

DWP – The Source of PR

Sourceforconsulting.com

Background:

Sourceforconsulting.com is a leading provider of information about the market for management consulting. Set up in 2007 and based in London, Source serves both consulting firms and their clients with expert analysis, research and reporting. They draw not only on their extensive in-house experience, but also on the breadth of their relationships with both suppliers and buyers, who, between them, account for about a third of the UK's management consultancy market. DWP commenced work in January 2010.

- ◆ This campaign demonstrates how a highly targeted and focused approach can deliver excellent results in an efficient and cost effective manner:
 - In just ten months, 12 national pieces of coverage were achieved including exposure in the Financial Times, The Times, The Sunday Times and the Economist. In total, over 50 pieces of coverage have been achieved.
 - DWP secured a slot for Fiona Czerniawska, Director of Sourceforconsulting.com to provide an opinion piece to the Financial Times. Published on 15th November 2010, this article covered some practical do's and don'ts on choosing a consulting firm. Featuring in the FT's Annual Business of Consulting Report, this clearly positioned the client very strongly.
 - Although much of commentary and resulting coverage is related to trends in the management consulting market, the campaign included results on a number of other management topics - toxic assets, talent shortages, and international marketing.

Client View:

Fiona Czerniawska, Director of Sourceforconsulting.com commented:

"In previous roles, I've been privileged to work with DWP and always found them to be absolutely outstanding. They are very knowledgeable of the consulting industry and clearly have many excellent contacts in the media who respect their judgement.

To date, the results from the Sourceforconsulting.com PR campaign have delivered a return on investment of more than 30 times the PR spend."

