

Thought Leadership Creates New Business

AIM

This global consulting services client needed to show first class understanding on issues that impact its clients. The issue of convergence (the combination of voice/phone, data and video content onto single networks so they share resources and interact with each other) was identified as needing topical and relevant comment.

APPROACH

BPRI created a powerful 'convergence thought-piece' as a sales and marketing tool for use with clients and prospects. This required over 20 face-to face interviews with high-profile senior executives shaping the agenda. 130 shorter interviews were conducted with executives in film, TV, music, gaming and advertising.

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RESULTS

BPRI research and quotations were consolidated into a branded report on the opportunities presented by convergence.

- Obtained widespread coverage in the international business press
- Client's reputation as 'thought-leader' reinforced among target audience
- Sales teams able to initiate 'convergence' conversations with clients and generate new business