



## **Boston Consulting Group**

Boston Consulting Group | Elevating Brand Visibility through Strategic Thought Leadership

### **CHALLENGE**

The Boston Consulting Group (BCG), a premier management consulting firm, works with the world's most recognizable brands to increase operational efficiency, profitability, and business growth.

### **OBJECTIVES**

The company partnered with Pierpont to elevate the visibility of its global oil and gas team, unique content (Perspectives), and proprietary research relative to the biggest trends and issues in the energy sector, including changes in the global energy mix, regulatory considerations, climate change, and commodity price volatility.

### **SOLUTION**

Our team built a strategic thought leadership program to amplify the expertise of BCG's industry experts, with the goal of driving the conversation relative to key issues across the energy value chain, leveraging data-driven insights that shape the industry both now and in the future.

### **RESULTS**

Through tier-one global media engagement, including the Wall Street Journal, Bloomberg, and more as well as relationship building with influencers in the space, Pierpont successfully elevated BCG's content and thought leaders in the minds of clients, prospects, and the industry at large.