

CentralSquare

CentralSquare | Elevating Brand Recognition Through Strategic Public Relations

CHALLENGES

As a leading provider of cloud-based government and public safety technology, Florida-based CentralSquare Technologies entered the second half of 2025 at a pivotal moment. The organization was preparing for a major brand refresh and aggressive growth period, while operating in a highly competitive govtech landscape with increasing share-of-voice pressure from rapidly scaling competitors. CentralSquare needed to elevate brand recognition, reinforce credibility with public-sector audiences, and ensure its executives were positioned as trusted voices on cloud modernization, public safety, and AI-driven government transformation.

OBJECTIVES

Pierpont partnered with CentralSquare to design and execute a [PR](#) program that would:

- Increase brand recognition and visibility through earned media and thought leadership.
- Extend CentralSquare's brand refresh across external and internal communications channels.
- Position executives and subject-matter experts as go-to sources for govtech, cloud, and public safety topics.
- Improve competitive share of voice and sentiment across media and digital channels.
- Strengthen crisis readiness and protect brand reputation during ongoing issues

SOLUTION

Pierpont served as CentralSquare's strategic public relations partner, building a comprehensive brand visibility and media relations program designed to elevate awareness and credibility at scale. The team helped launch CentralSquare's most comprehensive brand refresh to date, spanning a press announcement, employee storytelling through the Heroes of CST blog series, and targeted podcast outreach.

Pierpont developed and executed proactive media strategies aligned to CentralSquare's growth priorities, securing trade, business, broadcast, podcast, and regional coverage. Executives and subject-matter experts were positioned to speak authoritatively on cloud-first government transformation, AI in public safety, real-time intelligence, and disaster preparedness.

In parallel, Pierpont strengthened CentralSquare's [crisis communications](#) infrastructure, updating holding statements, implementing real-time Meltwater monitoring, and ensuring rapid-response capabilities to protect brand trust during sensitive situations.

RESULTS

Over a six-month engagement, Pierpont significantly elevated CentralSquare's brand recognition and market presence:

- Generated an estimated 17.6 million audience reach, expanding CentralSquare's visibility among government, public safety, and technology decision-makers.
- Achieved 1,505 media and digital mentions, ranking CentralSquare third among key competitors for share of voice and driving a measurable increase in positive sentiment (56% positive, 1.3% negative).
- Positioned CentralSquare executives and SMEs as trusted industry voices through podcasts, bylines, and award nominations, reinforcing long-term brand authority.
- Successfully managed four crisis situations with all responses delivered within 24 hours, safeguarding brand reputation during active issues.

BY THE NUMBERS

1.5K

Media & Digital Mentions

17.6M

Audience Reach