



Charles River Associates

Charles River Associates | Elevating Thought Leadership in the Energy & Infrastructure Sector

CHALLENGE

[Charles River Associates \(CRA\)](#), known for its deep expertise in energy and utilities consulting services, recognized the need to proactively elevate its thought leadership and increase visibility among key industry stakeholders. With a rapidly evolving landscape and a strong bench of subject matter experts, CRA partnered with Pierpont to strategically amplify its voice in the media and position its team at the forefront of critical industry conversations.

OBJECTIVES

- Increase media visibility in high-impact energy, utility, and infrastructure outlets.
- Position CRA experts as thought leaders on timely trends and topics including regulatory audits, wildfire risk, and the impact of the data center boom on utilities.
- Secure a mix of contributed articles and expert citations to build thought leadership and credibility.

SOLUTION

Pierpont implemented a multi-layered media relations strategy, anchored in message alignment, expert placement, and sustained outreach:

- Mapped key industry topics with CRA to align messaging on emerging trends.
- Targeted top energy and utility trade media with tailored pitch angles.
- Positioned CRA experts for contributed articles and quoted commentary.

Outreach spanned podcasts, business and trade media, as well as local outlets, providing a diverse range of opportunities.

RESULTS

Working in tandem with CRA's team, Pierpont Communications successfully secured a series of targeted placements for CRA across trade publications, local media, and contributed article opportunities. These placements positioned CRA experts as authoritative voices on key industry topics, enhancing brand credibility and visibility within the energy and utilities sectors. The focused media coverage reinforced the firm's thought leadership through third-party validation. This foundation of earned media set the stage for sustained engagement and ongoing opportunities in relevant outlets.