



Denham Capital

Denham Capital | Building Brand Equity in Private Equity

OBJECTIVE

A private equity firm with \$8.4 billion in invested and committed capital uniquely focused on oil & gas, mining and power generation opportunities across the globe, Denham Capital sought to differentiate itself from its peers in order to better attract management teams when Pierpont partnered with the firm.

SOLUTION

Working closely with the firm's senior leadership, Pierpont implemented a global integrated communications and marketing effort that included digital strategies, advertising, speaking engagements and media relations to regularly engage audiences in the U.S., Latin America, Africa and Asia Pacific and establish Denham as thought leaders.

RESULTS

Today, Denham regularly can be found in top-tier business media such as the Wall Street Journal and Bloomberg, trade media such as Oil & Gas Investor and Mining Weekly and at events such as Mines & Money and the Energy Capital Conference.