



# HNTB Corporation | Increasing Thought Leadership in the Transportation Space across Texas

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## **OBJECTIVE**

In an effort to elevate brand awareness across Texas, [HNTB Corporation](#), an employee-owned infrastructure solutions firm serving public and private owners and contractors, engaged Pierpont to work closely with local office leaders, to execute a deeper, more meaningful engagement with stakeholders and community who validate and amplify HNTB's efforts.

## **APPROACH**

Pierpont crafted a multi-year strategic media relations plan to position key executives and subject matter experts in relevant practice sectors. This included a steady cadence of ongoing media coverage, including executive announcements and profiles; market expansion releases; project milestones, completions, and updates; new hire announcements; recognition of community relations activities; and contributed articles and opinion pieces. In addition, Pierpont leveraged HNTB research reports and statistics on transportation and infrastructure to obtain an interest in thought leaders and topics, including expert desk-sides and interviews, LTEs and contributing to articles.

## **RESULTS**

As a result of Pierpont's efforts, HNTB gained statewide recognition as a trustworthy and innovative infrastructure solutions firm, leveraged its thought leadership platform to increase business development opportunities, influenced and helped shape public perception of transportation funding, and contributed to increased recruitment.