

KBR

KBR | Transforming a Company Narrative

CHALLENGE

KBR is a globally-renowned engineering, procurement, and construction firm that partners with government and industry clients on a wide variety of energy, industrial, aerospace, and defense projects. KBR has a storied history, but under the visionary leadership of CEO Stuart Bradie, the company set out to transform its portfolio and access new market opportunities. This shift enabled KBR to diversify its customer profile, pivoting its industry focus to highly technical government services. The marketplace has taken notice – so much so that the company has been reclassified as an IT Consulting and Services company. These changes have also been reflected in its structure, talent and hiring focus, and seen most visibly through its rebranding, new site, and logo.

OBJECTIVE

KBR needed an agency prepared to support the technical and branding transformation, share the narrative of the dynamic and modern KBR, and position the company as an innovative leader in its industry.

APPROACH

Pierpont built a strategic thought leadership and media relations program to amplify KBR's government services-focused expertise and Bradie's leadership strategy.

RESULTS

Through securing subject matter expert byline opportunities and earned coverage in Construction Executive, Washington Business Journal, and Houston Chronicle, to name a few; creating success within workplace awards, including the EY Entrepreneur of the Year Award and Houston Business Journal's Book of Lists; and leveraging community events, Pierpont successfully partnered with KBR's communications team to transform the company narrative and reposition the brand to compete and win in new market venues.