



Kepner-Tregoe

Kepner-Tregoe | Celebrating Sixty Years of IT Leadership in Technology Media

CHALLENGE

Kepner-Tregoe, a global consulting firm focused on IT service management, operational excellence, and training, approached Pierpont to announce their 60th anniversary of operations and to reboot their public relations program.

OBJECTIVE

In a fast-moving, crowded, and often the jargon-heavy industry, Kepner Tregoe needed to accomplish several things with its reintroduction: first to clearly articulate the company's service offerings, next to celebrate and recognize the rich company history and a deep bench of subject matter experts and finally to secure media coverage that would support sales and business development.

APPROACH

Pierpont developed a twelve-month editorial calendar to underpin the narrative and highlight all three service areas. Using this roadmap, we launched a targeted top-tier technology media outreach program, using a combination of client and customer awards, testimonials, content, and other assets from Kepner-Tregoe to reach reporters.

RESULTS

In just eight months Pierpont secured six interview opportunities with CIO.com with coverage appearing in the US, India, New Zealand, and Africa editions, along with leading business and technology titles such as Forbes, Fast Company, IT World, Government Technology, IndustryWeek, Inbound Logistics, Architecture & Governance, and POWER magazine.