

# PR-DRIVEN MEDIA STRATEGY ACHIEVES PEAK BRAND VISIBILITY FOR LEADING MANAGED SERVICES PROVIDER



## The Client



An industry leader in Managed Services and System Integration, CMS IT Services has an extensive array of personalized IT services that empower customers to thrive on new-age technologies without a hitch. Their integrated portfolio of solutions combine the power of cutting-edge technology in Automation, Cloud, Cybersecurity and Digital to transform IT operations and services.

## The Challenge

CMS IT Services had a pronounced gap between their repertoire and overall brand recognition and appeal. Despite being a major player for over two decades, established amongst its peers and headed by top-experts, the company was not very well known to the public. Some key postulates put forward by the company include,

1. Dissolve the delta between capabilities and public perception
2. Heighten employer branding activities to boost leadership/service visibility
3. Mould a dynamic tech-driven brand to aid customer acquisition in emerging tech categories

This was also in light of the new services and upgrades that the firm was planning to introduce soon. Branching out into new sectors was very much in the pipeline for CMS IT and a solid brand image would be a step in the right direction.

## The Solution / Strategy

Resources to hike brand recognition and trust were already available to the client but underutilized. We believe content-led growth to be the most effective in tackling CMS IT Services' PR strategy. This would also give their current and potential customers a well-rounded and more informative digital experience with the brand. Our approach was two pronged and involved,

1. Bringing Leadership into the limelight through Interviews and Thought-leadership Articles as well as their own literature such as eBooks
2. Ensuring new and exciting Services deployed by the firm had stand alone articles and press releases associated with them

Frequency of publishing was kept high with at least one major service announcement, interview, press release or article going out every week. We also made sure to disseminate these PR pieces via not just the top media brands but also niche media houses that cater to the clientele of CMS IT, especially those based in the IT/Tech sector.

## The Outcomes

Leaning in to the innovative solutions offered by the firm as well as the expertise of their leadership, got the industry talking and created the much needed buzz. Brand recognition gained momentum as media mentions peaked. Some noteworthy outcomes are,



Key Placements:



### Customer Quote:

With their spot-on understanding of our requirements, Clarity Communications has breathed new life into our PR Strategy. As a flexible PR partner, Clarity designed customised campaigns for each project based on our inherent capabilities. They were not just able to increase brand visibility in the media but also sustain it. We have also noted a marked increase in the quality of our candidate acquisitions and even consolidated our presence at flagship industry events, as further proof of our widened-range of visibility in the media.

*-Tom Thomas, Head of Marketing, CMS IT Services*

