

# Global media agency engages with the CEO

## AIM

Our client operates in a highly competitive market and needs to find ways to differentiate its offer to customers and add value

## TASK

Identify how the most senior and targeted business people interact with commercial messages and crucially how or what is the best way to reach and engage with them

## APPROACH

Depth interviews with C-Suite business people from the top 500 companies in UK, US, Germany and France

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## RECOMMENDATIONS

BPRI gave a new understanding on methods to attract a C-Suite audience, the type of content and approach to take to ensure that they become engaged

## RESULTS

Client was able to publish a white paper which was issued to both their clients and PR agencies in the UK and the US, vastly improving their reputation and differentiated offering.

A full copy of this case study is available on request via [contactus@bprigroup.com](mailto:contactus@bprigroup.com). This project was completed by BPRI on behalf of Mediaedge: CIA