

# CASE STUDY

## IMPLEMENTATION OF ASPENTECH'S PR CAMPAIGNS ACROSS EUROPE

### THE CHALLENGE

Develop a PR strategy and drive the implementation of tailored annual PR campaigns in the UK, Germany, France, Russia, Poland and the Middle East.

Work closely with the head of corporate communication in both North America and Europe.

### THE APPROACH

Whiteoaks provided AspenTech with the combined benefits of working with one lead agency – consistency of planning, brand promotion, messaging and reporting – alongside the knowledge and expertise of having local partner agencies in place on the ground.

The integrated campaign included delivery tactics positioning AspenTech as a thought leader and technology innovator.

Whiteoaks worked with AspenTech's US team to drive the coordinated launch of its flagship aspenONE product.

A regular stream of visionary opinion articles were created, translated and placed locally, extracting the expertise of AspenTech's domain experts.

Whiteoaks reacted quickly to the news agenda with comments in response, tailored for use in all EMEA countries.

### THE RESULTS

Tactically, 106 opinion articles, 54 feature articles and 15 press briefings across the six regions were achieved.

230 valuable pieces of coverage generated, reaching AspenTech's target audiences.

Coverage was used by AspenTech's regional sales teams in pitches and presentations to prospects and existing customers. Increased web traffic from multiple online coverage results, supporting an uplift in sales leads as a result.



**CLIENT**  
AspenTech

**PROJECT**  
Implementing PR campaigns across Europe

**INDUSTRY**  
Engineering & Manufacturing

**HEADLINE RESULTS**  
106 opinion articles

54 feature articles

15 press briefings

230 valuable pieces of coverage