

# Software AG PR Case Study



## Brief

To **increase awareness of Software AG with top tier journalists** and raise the profile of CTO UK, Germany, Nordics and South Africa, Matthew Smith.



## Approach

Whiteoaks recommended putting in place a **Journalist Relationship Management (JRM) programme**.

Targeting an agreed list **of six senior technology and business reporters**.

Generate **immediate coverage** and create lasting relationships.

Position Matthew as a **thought leader** around key topics of interest for the UK tech and business press.

Whiteoaks **leveraged existing relationships** with top tier journalists to set up informal lunch or drinks sessions in central London.



## Results

Whiteoaks secured **JRM meetings with journalists** writing for The Times, The Sunday Times, The Daily Telegraph, Computer Weekly and more.

Software AG gained **valuable coverage in the national press**, with comments from Matthew appearing in a Sunday Times feature on "workplace mobility".

**Journalists have approached Whiteoaks** for industry comment from Matthew on topics including Big Data, mobile, social and cloud, generating coverage in important tech sites such as Computer Weekly and Cloud Pro.



**Client**  
Software AG

**Project**  
Top Tier Media Relations

**Industry**  
IT

**Headline Results**  
JRM meetings secured with hi calibre journalists

National press coverage achieved in the Sunday Times

Coverage generated in Computer Weekly and Cloud Pro

The Daily Telegraph



THE SUNDAY TIMES

Computer Weekly

THE TIMES