

## Case Study

# INCREASING BRAND AWARENESS FOR BRIDEWELL AMONG CNI

## Background

Bridewell, a major cyber security company in the UK and US, is Microsoft's leading UK cyber security provider for critical national infrastructure (CNI).

## Challenge

Bridewell wanted to **increase awareness of its brand** amongst CNI organisations and to highlight its managed security services. It began working with Whiteoaks in 2019.

## Approach

Bridewell and Whiteoaks decided they would fill the gap in CNI-specific research with an authoritative annual report covering the views of CNI cyber security decision-makers in the US and UK.

The report, ***Cyber Security in Critical National Infrastructure***, has fast become the standard trends barometer for IT decision-makers and security-leaders in CNI cyber security.

It is supported by the **continued creation and placement of high-quality thought leadership within top tier media titles**, along with proactive corporate profiling with business and national media.

**"We worked with Whiteoaks for over five years, during which time, the PR strategy that they developed, and the resultant media coverage helped to significantly increase awareness of Bridewell's position as the UK's leading specialist in cyber security for CNI organisations."**

*Gareth Jones, Head of Marketing, Bridewell*

## Results

### Visibility



**697** pieces of coverage



**1,583** key messages achieved



**58** national media opportunities secured



**52** average domain authority of coverage

### Engagement



**8.31m** estimated coverage views



**9,686** social engagements from coverage (excl. LinkedIn)

### Impact

Bridewell has fulfilled its aim of improving brand awareness as the **UK's leading CNI cyber security services provider** and awareness of its managed security service has increased.

Research among more than 600 cyber security leaders in the UK also found that **Bridewell has climbed from ninth place in 2023 to now rank among the top five UK CNI security providers for unprompted consideration**. In other words, without prompting, Bridewell is front of mind. Over the last 5 years, it has also won managed security services contracts with several major CNI organisations.