

## Case Study

# STANDING OUT IN A NOISY CYBERSECURITY MARKET

## Background

Red Helix is a leader in cyber security and network performance providing enterprise-level technology for small and medium-sized businesses through a vendor-agnostic approach.

## Challenge

Having rebranded to address the cyber security needs of the SME sector Red Helix was still best-known for network optimisation.

The company needed to increase awareness of its cyber expertise. The requirement was for a PR partner with a specialist understanding of the cyber industry.

## Approach

With a thorough understanding of Red Helix and its business objectives, Whiteoaks created an integrated body of content to highlight the company's expertise and growth as a comprehensive cyber security business.

The campaign also enhanced Red Helix's 40-year reputation for cutting-edge excellence in network optimisation.

Significant coverage was achieved in top business title *Raconteur*, along with feature comments in the *HuffPost*. The campaign also included customer case studies – a rarity in the cyber world – which achieved coverage in key media.

**"One thing that really stands out compared with other agencies I've worked with is that Whiteoaks really understands what we do and how that fits into the market. Previously, I've always had to spend a lot of time educating agencies, but with Whiteoaks, the content is spot-on."**

*Michelle Caulfield-Harris, Marketing Director, Red Helix.*

## Results

### Visibility



Coverage target exceeded by **58%**



**200%** in terms of key message coverage



**52%** of coverage in tier-1 publications

### Engagement



Total audience reach was more than **16 million.**

### Impact

Red Helix has significantly raised awareness of its unique expertise in delivering cyber resilience to the UK's SME sector.

The company is better known for its delivery of affordable, enterprise-level cyber expertise, but without jeopardising its outstanding record in networks.

**"We're pleased to have delivered rapid impact for Red Helix, having quickly understood the nature of their business and what they wanted to achieve. The results show how effective our targeted campaign has been in raising greater awareness of their cyber expertise among SMEs in the UK."**

*Hayley Goff, CEO, Whiteoaks International*