

Case Study

BUILDING THRIVE'S PRESENCE IN THE COMPETITIVE UK MARKET

Background

Thrive is a NextGen 3.0 global technology outsourcing provider that empowers small and mid-market organisations to turn technology into a strategic advantage through a balanced approach to **cyber security, cloud and AI-driven managed services**.

Challenge

Already well established in the US, Thrive wanted to grow its UK presence quickly and become a credible player in a crowded market. Referred to Whiteoaks by V2 Communications, its WIN PR network partner in the US, Thrive was looking to **raise brand awareness among UK audiences and build trust and credibility in the region**.

Approach

The Whiteoaks team **developed an integrated PR programme** designed to build Thrive's visibility in the UK through a consistent stream of media activity and content. This included **thought leadership, press releases and expert commentary** across technology, business and vertical media to keep Thrive in front of its target audiences.

From July 2025, Whiteoaks quickly established momentum, delivering coverage in key tech and business titles read by **target UK decision-makers**, including **TechRadar Pro, Business Reporter, and CRN**. This helped position Thrive as a credible voice in the competitive market and build awareness in the region.

Alongside the media programme, Whiteoaks' creative department produced a series of videos for Thrive's website and social media channels to support the wider campaign and communicate brand values in a more engaging format, helping to **sustain brand visibility in the UK over time**.

The video content showcased Thrive's people, customer focus and wider brand activity, including its **Women in Tech events, Dragon Boat fundraiser for Make-A-Wish International** and the launch of its **new Nottingham office**.

A detailed customer demo video was also developed to coincide with Thrive's new customer portal launch. By showing users exactly how to navigate the interface, it's central to the experience clients have with Thrive.

Visibility



54 pieces of coverage



79 key messages included



46% of coverage in Tier-1 publication



15,308 LinkedIn video views across four campaign videos



Over **700** YouTube views for Client Portal video

Engagement



112K estimated coverage views



Total audience reach was **60.8 million**



2,012 LinkedIn engagements* across four campaign videos

*Reactions, clicks, reposts, comments

Impact

Thrive achieved its goal of **increasing visibility among SMB and mid-market audiences in the UK**. The campaign helped build awareness of the company's services while also drawing attention to the events and initiatives that supported its growing presence in the market.

Video content added further value by giving Thrive assets that could be reused across channels to maintain visibility over time. The customer demo in particular helped **engage Thrive's clients in using the platform** - building their confidence and achieving **immediate value from the outset**. It has now become a crucial tool for Client Success Managers in the onboarding and adoption process.

Thrive has strengthened its credibility and **established a more visible foothold in the crowded UK market**.

"Our Whiteoaks team is a pleasure to work with. Professional, collaborative and deeply focused on KPIs and understanding our business goals. Our PR efforts have boosted C-level awareness, helped attract top talent and supported partner onboarding through increased visibility and credibility online. I value the team's clear communication and their strong focus on metrics and growth, which makes the partnership truly collaborative and results-driven."

*Henry Staples, Director,
Marketing Europe & APAC at Thrive*

"The integrated PR programme helped increase Thrive's visibility and reach across key UK publications and channels, making a measurable contribution to its growth and credibility in the UK market. It has been great to see the activity translate into stronger awareness among Thrive's target audiences."

Hayley Goff, CEO, Whiteoaks International