

**Research Solution:** Thought Leadership, Media Relations  
**Research Scope:** 600 IT and security executives; 7 industry sectors; 14 countries  
**Research Methodology:** Online interviews

## Davos, the EU Council and 10,000 downloads later.....



We set out to build market awareness the company for critical infrastructure protection; for people to associate it with us. This research project with Vanson Bourne definitely helped us to achieve our goal. It's given us a platform to talk to policy makers in Washington DC and in Brussels where we've had many meetings with policy makers around critical infrastructure and the need to protect it. It's given us a platform to drive through what we've wanted to do.



**Senior Director**

Worldwide Enterprise Public Relations

## It's not just a headline

Realising that ownership of any 'market space' on a global scale would need credibility above all else, the Senior Director Worldwide Enterprise Public Relations knew that good media coverage on its own would not do the job. How could a leading security solutions firm secure market association with critical infrastructure protection and maintain that position with its target buyers? Particularly at a time when the market focus is set on the

implications of a fragile economy and recovery from a global financial crisis never seen before?

To keep the integrity and security of critical information systems firmly on the government and business agenda, as well as 'winning' the right to discuss how the company addresses these issues, he knew the company would need to have something significant to say and be able to say it with impact and authority.

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## It's a good story with a compelling storyteller

The Senior Director, Worldwide Enterprise Public Relations decided to put into place a research study which had both global scale and significant market interest. It would first have to secure participation from senior executive decision makers, always a challenge in a marketplace that competes for c-suite attention, and ultimately deliver a good story to this same hard to reach audience.

*“We chose to work with Vanson Bourne because they could give us exactly what we needed – access to the right individuals with IT, security or operational control system responsibilities across 7 industry sectors in 14 countries. What we were looking for was very specific in scope and very few firms had access to this target group worldwide. Coupled with this, our experience working with Vanson Bourne has always been excellent – excellent in terms of their project management, responsiveness and advice on the questions we should ask.”*

With access to the appropriate individuals established through the Vanson Bourne Business Panel, he asked Vanson Bourne to help ensure the most relevant questions were crafted to fully reveal the practices, attitudes and policies of the organisations participating in the study including the impact of regulation, relationship with government, the nature of cyber attacks and the specific security measures employed.

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With 600 interviews completed the company was then able to create an objective comparison of security in different industry sectors and countries. However, the company didn't stop there. To provide appropriate market context to these views from the front-line, the company sought out a compelling storyteller. A team from the Technology and Public Policy Program of the Centre for Strategic and International Studies (CSIS) based in Washington DC were asked to look at the results from the study to add further detail to the picture of regulatory environments and threat / vulnerability levels across all 7 sectors in each country and to write the comprehensive report. *“We asked CSIS to write the report as they had just written President Obama's cyber security policy and were well known in terms of critical infrastructure to government and policy makers”.*



## Reaching a wide audience

Working with his colleagues in field marketing, the Senior Director, Worldwide Enterprises, Public Relations positioned the research study and the CSIS report not only as the basis for a global PR campaign but as the foundation for a high profile, integrated marketing campaign to educate the market on cyber vulnerabilities and protection measures, to keep discussions of the issues and threats on the agenda for governments and businesses and to place the company at the centre of those conversations.

Through “Marketing in Action”, an internal newsletter, the research results and report were brought to the attention of employees. A series of spokesperson training events also took place to ensure the key findings and messages of the research were understood by the relevant agencies and company executives who would be communicating with both media and customers.

## Driving awareness and action

The company then instigated a number of connected marketing activities to drive both awareness and action from its customers and prospects. Email marketing campaigns proved highly successful in driving people to a micro site resulting in an average click-through rate globally of 25% and an average download rate of 18-20%, which has contributed to approximately 10,000 report downloads from the company website. The company also ran a seminar programme to present the research findings and help business and IT executives to understand and explore the issues, and made keyword purchases around critical infrastructure to help ‘pull’ potential buyers and interested businesses to the website for further information.

Contributing to the overall success of the project for the firm has been the visibility of the research findings at Davos, the home for the annual meeting of the World Economic Forum (WEF) and of course in the subsequent media coverage of the meeting. The presentation of the research findings at Davos has also been instrumental in securing further meetings with both government representatives and business executives.

*“Overall this research study has been of very high value to the organisation. It certainly met our expectations and continues to deliver value to us today. We have continued to get both visibility and traction with the research. In fact I’m going to be presenting the findings to the EU Council on security.”*

### About Vanson Bourne

Vanson Bourne creates and delivers compelling, relevant content for technology brands to own and use in high value media relations, demand generation and thought leadership marketing campaigns.

We couple our specialist technology research expertise with our years of experience in helping technology brands communicate with their markets. The result is well-crafted, independent and robust content, for B2B and B2C marketing programmes. More information can be found at [www.vansonbourne.com](http://www.vansonbourne.com).