

Berkeley PR

Category number: 4

Category name: Best public relations campaign

Programme/initiative name: Iron Mountain: It's time for Corporate Information Responsibility

Agency [if appropriate]: Berkeley PR International

Brand or client: Iron Mountain Europe

Summary

Iron Mountain faced a communications challenge in Europe with a lack of awareness and minimal news agenda. It tasked Berkeley PR International with addressing this, stimulating media interest and elevating the complex issue of information management to C-level executives.

To create a compelling angle, Berkeley worked with Iron Mountain to define a new concept: 'Corporate Information Responsibility'. It agreed to launch this at a high profile, international influencer event, underpinned by new research that demonstrated how the mismanagement of company information is exposing businesses to high levels of unnecessary risk. Berkeley commissioned a large piece of in-depth research, and the findings were presented at a high profile one-day summit in Madrid on 22 March 2012.

The event at the Spanish Stock Exchange brought together 23 journalists from across Spain, France, the Netherlands, Germany and the UK – all top sales markets for Iron Mountain. A total of 41 one-to-one media interviews took place. More than 150 items of coverage have been secured, with a total OTS of over 13 million. Coverage appeared in leading business media including Bloomberg, FT, The Times (UK), Wirtschaftswoche and Welte.de (Germany), De Telegraaf (the Netherlands), Silicon.fr (France) and El Economista and Business TV (Spain).

About the client company

Global information management company, Iron Mountain, helps organisations make the most of their information and reduce the associated risks and costs.

Strategy – broader business issues the company is facing and target audience

Records management is a mature market that attracts limited media and analyst interest and this has presented Iron Mountain with a significant communications challenge in Europe – a situation further exacerbated by a lack of awareness of the brand in the largely untapped mid-market (750 to 2,500 employees).

Berkeley Public Relations International was charged with helping Iron Mountain to address the awareness challenge, stimulate media interest and elevate the complex issue of information management to C-level executives.

Our brief:

- To position Iron Mountain as a credible, authoritative, trustworthy business partner to a C-level audience across Europe.
- To raise the volume and percentage of coverage appearing in national and business titles, and increase the penetration of 'helps business' messages in press coverage.
- To generate high-quality content suitable for multi-market and multi-channel execution including social media channels.

Objectives of the campaign

To communicate to non-technical senior professionals that paper-based information can be of vital business importance and is exposed to risk. To create a fresh and compelling angle for this story, we worked to define a new concept: 'Corporate Information Responsibility' (CIR). We agreed that this would be launched at a high profile, international influencer event in Spain, underpinned by new research demonstrating how the mismanagement of company information exposes businesses to high levels of unnecessary risk.

Media, channels or techniques used and timescales

We commissioned a large piece of in-depth research, undertaken by PwC which surveyed 600 mid-market businesses; 100 each from Iron Mountain's core markets, the UK, the Netherlands, France, Germany, Hungary and Spain and representing the financial services, insurance, legal, manufacturing and engineering and pharmaceutical sectors – again, Iron Mountain's core vertical sector markets. Companies were questioned about their attitudes to information risk. The results were then compiled into the first ever Information Risk Maturity Index for each country and vertical sector and summarised in a thought-provoking report designed to be both of use to businesses and a PR tool.

The findings, which highlighted Europe's winners and losers on a country-by-country and industry basis, were presented at a high profile one-day summit in Madrid on Thursday 22 March, 2012 – The Iron Mountain Information Risk Summit (pun intended). Research among influencers and the press indicated that Spain was a preferred location as well as an important and influential market. We chose the Bolsa de Madrid (Madrid's infamous Stock Exchange) as our venue to communicate the message that this event was about a business-critical issue. The link between information being mismanaged and your business' share price potentially dropping as a result was a powerful image. An exclusive evening social engagement was included to promote and facilitate networking.

A keynote presentation by Marc Duale, President International at Iron Mountain introduced the concept and business imperative of CIR and launched the event. A representative from PwC presented the findings of the survey for the first time, ensuring the study findings carried weight and did not appear biased. We created an international expert panel comprising representatives from IE Business School, Madrid, IPL, Forrester research, Research In Motion and akzentedebated as well as Iron Mountain's top spokespeople to debate the findings in

a round table forum in front of an audience of specially selected European analysts, business leaders and top tier national and business press, all of whom were actively encouraged to participate.

We then facilitated one-to-one press interviews with senior Iron Mountain representatives as well as the expert panellists. The event had a strict limit on the number of people who were in attendance to ensure that the round table discussion was executed correctly. As such, we invited press from across Europe who were not in attendance at the event to hold telephone briefings. Detailed briefing documents were created so that all spokespeople communicated the same powerful messages. A press release was issued concurrently across Europe to press not in attendance with the headline 'research data' and also introducing the CIR concept, together with a new micro-site that included additional information and the full report. Presentations were filmed and edited into video clips that were shared with media and posted online.

Results

The event brought together 23 journalists from across Spain, France, the Netherlands, Germany and the UK – all top sales markets for Iron Mountain. A total of 41 one-to-one media interviews were facilitated on the day. More than 150 items of coverage have been secured to date, with a total OTS of over 13 million. Coverage has articles in leading business media including Bloomberg (broadcast and online), The Economist and the Financial Times (UK), Wirtschaftswoche and Welte.de (Germany), De Telegraaf (the Netherlands), Silicon.fr (France) and El Economista and Business TV (Spain).

The three key objectives were achieved with resounding success. In addition to meeting all of our key objectives, the CIR concept has been embraced by Iron Mountain in an unprecedented fashion. The event was so well attended and respected by Iron Mountain, that the business has made the decision to implement Corporate Information Responsibility as an internal objective measure across Europe and wider. In fact, the new concept was included in the international business' annual company report. Never before has a PR campaign instigated from a live event, been included in Iron Mountain's wider business objectives.

Client testimonial

"The campaign we built around the Corporate Information Responsibility concept was a resounding success with internal stakeholders, external influencers and the media. When Iron Mountain's President of International first used this term during a briefing session to generate ideas for thought leadership activities, a light went on in the room. Berkeley were quick to see the value of wrapping a media-focussed campaign around an idea and worked closely with the in-house PR team at Iron Mountain to develop a multi-faceted campaign with multi-channel execution.

"Berkeley PR International's campaign to support the CIR has helped Iron Mountain greatly in terms of PR-driven content generation and press coverage. The event to launch the concept in Madrid was an ideal platform for the company to bring its experience in information management and information security to a C-level audience across Europe. The campaign we developed with Berkeley PR International has exceeded the targets we set. From our perspective it provides a clear front runner for this award." - **Phil Riley** *Public Relations Manager, Iron Mountain Europe*

Submission ends