

Empowering business through technology



Primary Communication was engaged by Blue Coat Systems to develop and implement a PR and media relations program in Australia and New Zealand. Blue Coat required a PR consultancy that would help them drive media coverage and build relationships with key stakeholders. The objective was to position Blue Coat as the market leader in Business Assurance Technology and experts in security.

Strategy

Primary developed a comprehensive media relations plan and delivered ongoing support for Blue Coat since 2011.

This was achieved through a mix of local and international stories, as well as proactive media relations, where Blue Coat executives contributed to discussions on present issues.

This was achieved through the development of strategic and targeted media releases, editorial and thought leadership articles and case studies which were published in key media.



Outcomes

Primary built awareness of the Blue Coat brand amongst key markets through consistent coverage in traditional, IT and trade specific verticals, producing 200+ high value media placements across tier 1 media.

Primary established BOC executives as industry thought leaders by engaging them in key issues such as the debate on Australian privacy and data retention. As well as improving channel communication through the coordination of several successful supplier events.

Key placements have been achieved in The Australian, Australian Financial Review, SMH and on ABC Radio National.