



Through full-service public relations, Live Wire increased the visibility of CSC's cybersecurity division, positioned its experts as national thought leaders, and helped capture business leads and clients.

Live Wire Media Relations, LLC
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As discussions surrounding cybersecurity escalated in the news, CSC recognized an opportunity to increase the exposure of their cybersecurity division to the national public. With a team led by two of the nation's most sought-after cybersecurity experts, CSC (NYSE: CSC) was eager to promote its thought leadership, highlight corporate strategies and position its cybersecurity division as the most trustworthy, honest, knowledgeable and professional in the industry. It takes experience and a powerhouse of talent to navigate today's challenging media environment. Top-tier companies like CSC understand the value of working with a public relations firm like Live Wire, whose talent and expertise delivered a comprehensive communications strategy to accomplish its objectives.

PR Campaign Objectives

Live Wire engaged in a series of discovery sessions with CSC Cybersecurity to gain an in-depth understanding of the company's brand, key messages, market position, current communications activities and business goals. Live Wire then analyzed and synthesized that information and worked with CSC Cybersecurity to define the following PR objectives to be accomplished within six-months:

- Position CSC Cybersecurity as the trustworthy, honest, knowledgeable and professional team throughout the industry;
- Introduce CSC Cybersecurity experts Sam Visner, former Chief of Intelligence Programs at the National Security Agency, and Andy Purdy, former member of the White House staff team that drafted the U.S. *National Strategy to Secure Cyberspace*, as go-to sources on cybersecurity to members of the media;
- Feature innovative and cutting-edge strategies and programs developed by CSC for various clients; and,
- Highlight internal initiatives at CSC Cybersecurity including an employee academy and educational efforts.

Campaign Strategies

Based on a comprehensive analysis of the CSC Cybersecurity and its competitors, Live Wire recommended the following strategies to accomplish the defined PR objectives:

- Align media relations efforts to existing CSC Cybersecurity business goals and objectives to ensure messaging and coverage would assist in achieving business needs;
- Develop a trained cadre of CSC Cybersecurity experts to offer to print and broadcast media as expert commentators on key issues of the day; and,
- Proactively engage reporters, editors and producers at top-tier media outlets to secure high-level, high-value print and broadcast media coverage.



"In just six months, Live Wire elevated the exposure and awareness of CSC Cybersecurity in important stakeholder communities. From strategic counsel to tactical implementation, Live Wire provided invaluable insight and aggressively produced results."

— Sam Visner

Vice President and Cyber Lead
Executive

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Campaign Tactics

Live Wire developed and implemented a comprehensive strategic public relations campaign for CSC Cybersecurity:

Strategic Public Relations Counsel

Throughout Live Wire's relationship with CSC Cybersecurity, we brought to bear decades of collective public relations expertise and provided experts strategic counsel on all aspects of public relations, from message development, to brand enhancement, to strategic positioning, to tactical implementation. We have served as trusted advisers to the head of the cybersecurity division guided them in developing their objectives for and messaging about the division.

Media Training and Placement of Expert Commentators

Through our comprehensive and cutting-edge media training and placement program, Live Wire trained and prepared CSC Cybersecurity experts on the most effective strategies to deliver messaging to print and broadcast media outlets. When addressing key issues of the day, CSC Cybersecurity experts were trained to leverage their expertise and reputations to strengthen division's brand. After researching and analyzing industry trends, Live Wire pursued editorial, news interview, and speaking opportunities that enabled cybersecurity experts to share their knowledge and expertise to demonstrate their thought leadership to a variety of target audiences.

Desk side Briefings and Reporter Relationships

One of the most valued components to any media relations campaign is the establishment of a trusting relationship with reporters. Live Wire identified the most active, influential cybersecurity reporters and arranged desk side briefings with these individuals – and in some cases – other members of their editorial staff. Live Wire leveraged these relationships during times of crisis or to promote new efforts throughout the remainder of the campaign.

Campaign Results

In six months, Live Wire delivered the following results for CSC Cybersecurity:

- Increased CSC Cybersecurity's media coverage to include a **41% increase of stories with significant contribution** or primary focus while simultaneously increasing the stories of minor mentions;
- Secured nearly **60 opportunities** with targeted media contacts from mainstream media outlets and industry trade publications – realizing nearly **50 interviews**;
- CSC Cybersecurity experts were cited as expert commentators in **major national media outlets**, including *Financial Times, Reuters, Government Technology, Defense Systems, Forbes* and *Government Security News*;
- **Facilitated 13 in-person meetings and desk side briefings** with cybersecurity reporters from targeted, mainstream media outlets such as *The Economist, Newsweek, The Washington Post* and *the Los Angeles Times*;
- Aligned media relations campaign to existing marketing, communications and outreach efforts – including securing **six interviews at the annual RSA Conference**, one of the premiere security conferences in the nation;
- **Raised the profile of CSC Cybersecurity**, helping to secure business prospects, leads and opportunities.

