



Best Professional Services Campaign

The 'One Glenny' campaign – one business with multiple divisions, where the best expertise is on offer to clients no matter their need. Glenny placed front and centre of the market, positioned as experts with great insight, particularly in their geographical area.

"Our PR consultants Holistic have helped us significantly raise our profile over the past twelve months to what I consider to now be an all-time high, putting us on a par with many of our west end peers."

John Bell, Managing Partner, Glenny

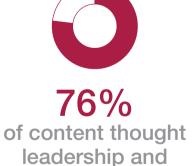
Outputs 39 39 pieces of comment/ industry press award thought leadership events releases entries supported content 62 Social media firm-wide social website Glenny hosted posts (LinkedIn media best practice newsletters stories event supported and Twitter) presentation

Enhanced profile

9,408,056 opportunities to see (press coverage)



56% of content thought leadership and market trend driven 300% increase in thought leadership output



market trend driven

An average of

3

pieces of
thought
leadership per
month

A go-to for journalists needing expert commentary





16% increase in LinkedIn followers

New business prospects