

Capitalizing on Key Media Moments

THE CHALLENGE

Boston Consulting Group (BCG) seeks to help clients solve the world's most pressing problems. Critical to BCG's success is the positioning of its leaders as insightful experts — charting the way forward across some of the world's most challenging business and societal issues, from climate change to digital transformation, equity, the future of work and more.

The pandemic has increased pressure on consulting firms to publish groundbreaking thought leadership and accelerate content creation to break through to media. With expert insight into the media landscape across BCG-relevant sectors (e.g., ESG, climate, AI and others), coupled with original BCG research, our media strategy is to drive consistent, timely, relevant coverage featuring insights from BCG executives.

Coverage not only functions as an amplifier for thought leadership content but positions BCG at the forefront of complex issues facing our world — enhancing the firm's credibility and stakeholder visibility. As the firm's agency of record, we're charged with leveraging our global network to elevate BCG's media presence through a leadership communications narrative supported by the company's differentiated offerings and executive voices, solidifying BCG as a game-changer within the consulting industry.

THE RESULTS

We secured top-tier interviews for BCG experts with [CNBC](#), [AP](#), [Cheddar](#), and more. In particular, our holiday travel outreach secured 92 pieces of coverage and established critical relationships with prominent travel media contacts. Our holiday shopping outreach garnered 14 pieces of coverage, including two television interviews with Nate Shenck and Sarah Willersdorf. As a result of our election outreach, we secured interviews across TV, national and trade media, including a [Bloomberg Television](#) and [CNBC interview](#) with Rich Lesser.

THE SOLVE

Leveraging BCG experts from a variety of practices and offering a range of expertise, we're able to regularly capitalize on news cycles and sector-specific milestones to drive top-tier national coverage. We successfully positioned the organization as industry leaders on the front lines, helping business and government solve complex challenges and navigate uncertain times.

Through a series of storymining sessions with BCG experts, we formulated a strong voice around pandemic-era challenges and opportunities to identify media moments. In anticipation of the busy 2021 holiday shopping season, we began media outreach in July to position BCG retail experts within holiday-season consumer news cycles. We never lost sight of big-picture moments either. Amid a turbulent 2020 U.S. election, we leveraged some of BCG's most influential voices — Rich Lesser, Sharon Marcil and Danny Werfel — to comment on the intersection of global politics and business, how business leaders should approach a presidential transition period, and the potential impact it has on operations. These smaller activations laid the groundwork for a larger market strategy to accelerate BCG's business goals and objectives.

