



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
press releases

39
pieces of comment/
thought leadership
content

2
award
entries

2
industry
events
supported

62
website
stories

1
Glenny hosted
event supported


4
newsletters

Social media
posts (LinkedIn
and Twitter)


1
firm-wide social
media best practice
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


76%
of content thought
leadership and
market trend driven

An average of
3
pieces of
thought
leadership per
month

A go-to for
journalists
needing
expert
commentary


Twitter followers up
41%


16%
increase in LinkedIn
followers

New
business
prospects