

*Prophet*  
M E D I A R E L A T I O N S

**P**rophet ([www.prophet.com](http://www.prophet.com)) is a management consultancy that helps clients achieve competitive advantage by creating and implementing integrated business, brand and marketing strategies. It works with companies from strategy to execution to develop, operationalize, grow and protect one of their most valuable assets: their brand. This global firm bases its marketing initiatives around the expertise and thought-leadership it brings to client engagements. Its focus is largely oriented toward media relations strategies combined with public speaking at industry venues.

**The need**

Prophet is a highly regarded authority on branding issues and concerns – particularly because of its emphasis on brand as an integral, underlying aspect of an organization’s business strategy. Hodge Schindler was retained to develop a long-term, strategic communications program designed to help build Prophet’s visibility and credibility. The challenge: to support Prophet’s “expertise marketing” initiatives in a way that would help the firm build and extend its own brand as the preeminent voice in brand strategy.

**Our approach**

- We researched Prophet’s perspective and points of differentiation via presentations and books authored by its senior executives; we also held brainstorming sessions and one-on-one interviews with Prophet’s leaders to gather information for articles and white papers.
- Hodge Schindler also researched appropriate media markets that would be receptive to Prophet’s message on brand, including mainstream press, marketing and business management periodicals.
- We created Prophet’s press kit and evaluated and wrote supporting materials, such as case studies for dissemination on its Web site and its sales kits.
- Hodge Schindler wrote and edited numerous articles under the bylines of senior Prophet managers.
- We positioned story ideas to editors and reporters at targeted publications.
- We consulted with Prophet on PR strategies to support its initiatives, from a new book authored by one of its partners to a benchmarking study on best branding practices and attitudes.

**The outcomes**

- Prophet has experienced an overall increase in visibility and media interest based on the heightened number of incoming queries from prospects, journalists and competitors.
- Since 2001, articles and quotes by members of its senior staff have appeared in various high-profile business and marketing publications, with an average of three bylined article placements per month and regular citations in such publications as *Business Week*, *The Wall Street Journal* and *The New York Times*.
- A library of published articles has been accumulated in the form of PDF files, which Prophet makes available on its Web site.