

CASE STUDY



MANDIANT

INDUSTRY: INCIDENT RESPONSE,
COMPUTER FORENSICS
HEADQUARTERS: ALEXANDRIA, VA



CHALLENGE:

- Elite, niche provider of professional incident response and forensics services
- MANDIANT's mission: To be the strongest Incident Response, Computer Forensics and IT Security Company.
- Seeking broad-scale security industry and enterprise awareness.
- Raise MANDIANT's company profile, generate higher profile media/analyst relationships, coverage

SOLUTIONS:

- 2009 to 2011, generated unprecedented coverage momentum, established alliances and deepened relationships with key media constituents, fueled by four media tours.
- Navigated sensitive reactive media relations on Google-China, HBGary – Anonymous incidents.
- Promoted acclaimed M-Trends report, and MANDIANT Incident Response Conferences (MIRCON).
- High-profile coverage sample: House Intelligence Committee media relations, AP, USA Today, Wall Street Journal, Bloomberg, Popular Mechanics, Wired, Forbes, InformationWeek.
- Touted \$70 million strategic investment in MANDIANT by One Equity (the private equity arm of JP Morgan Chase, and Kleiner Perkins Caufield & Byers (KPCB) in April 2011.
- Named 2012 Best Security Company by SC Magazine at the SC Awards in San Francisco.
- Jim Engineer named 2011 Media Relations Professional of the Year for winning MANDIANT campaign