

case study

CBRE

Where they were

- Largest regional team in the UK
- Not getting the profile for key individuals or practice areas
- Little recognition for the depth of knowledge within the team

Where they wanted to be

- Positioned as one of the leading commercial property consultants in the North West in line with the high calibre of projects the team advise on
- Ensure the Liverpool and Manchester offices were promoted as an integrated North West team

What MC2 did

- Implemented a sustained media campaign to promote all key instructions and projects
- Created an awareness of all key specialisms and practice areas
- Established key figures in each department as commentators for market/industry comment in both regional and national publications
- Developed and supported regional and national award nominations for individuals and North West teams

The results

- CBRE's profile across the region has increased significantly
- Established solid relationships with all key regional business/property journalists as well as key national trade titles
- Great coverage of both deals and thought leadership pieces in key regional titles as well as a strong presence in all regional features within the national trade press
- CBRE known as a key player in the commercial property market in the North West
- Individuals within the firm are benefiting from having a better profile regionally and gaining recognition from peers and clients alike
- Key figures and teams shortlisted for regional awards

Over the last 18 months, MC2 has built up good relationships with all of the key people within the business with makes working with very easy and enjoyable. They have a **good understanding of the North West market** across a range of disciplines and this results in **careful and considered positioning** of CBRE in appropriate features and publications. Their links with all key regional journalists and the relationships we have built have been an important part in the continual profile raising of CBRE in the region.

Howard George
Senior Director, CBRE