

## F-Secure: Aiming High in the Low Countries

F-Secure is a Finnish cyber security company with a presence in more than 100 countries. With its combination of consumer and business antivirus software services, the company is a major player in the Dutch and Belgian markets. When it came to winning media coverage, however, the company punched well below its weight.

In June 2017, F-Secure called upon two members of First PR Alliance to develop and launch a media outreach campaign in both The Netherlands and Belgium. Our Dutch member agency, DOK30

Communications, worked closely with our Belgian member agency, Talking Birds PR, to design and then execute a campaign that would further raise awareness for the company's products and services in both the Belgian and Dutch markets. In addition to exploiting the combined strengths of both agencies and harnessing their related operational synergies, the cross-country agency collaboration allowed for greater localization of the campaign messaging on behalf of F-Secure.

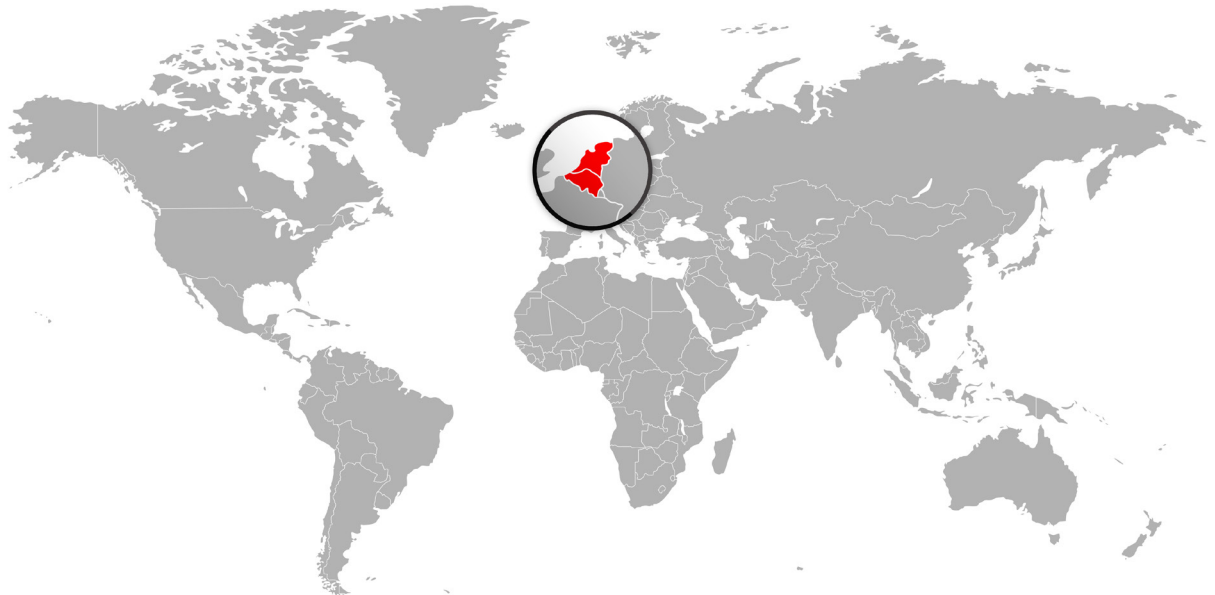
### MEMBER AGENCIES

- DOK30 Communications
- Talking Birds PR

**TIME** June 2017 – today

### LOCATION

- Belgium
- The Netherlands



### VALUE CREATED

Together, the member agencies took a multi-angle approach for every announcement by creating storylines developed for consumer, business, tech and management press. They packaged hard news and company points-of-view disseminated through press releases, exclusive interviews, contributed articles, and case studies. Infographics were added to the mix to make content as engaging as possible for journalists and their readers. F-Secure's annual State of Cyber Security Report made such a significant impact in the media that in September 2017 more than 100 articles were published in both countries combined; a result that surpassed media coverage for the report in all other markets combined. Both agencies shared product release announcements with the media and made frequent use of a common media outreach technique known as "newsjacking." The latter term refers to an attempt to attach a client message to ongoing media coverage that was itself

triggered by an external event (e.g., the reporting of a data breach at a large retail chain or bank) The above media outreach activities made for a regular cadence of news coverage throughout the year.

One of the lasting benefits of the PR support provided by the First PR Alliance member agencies was that newsrooms started seeking out F-Secure spokespeople for expert quotes on data breaches. The increase in media interest and coverage was new for a company that, prior to engaging the two agencies, had rarely received inbound calls from journalists.

By the end of 2017, media coverage of F-Secure in both Belgium and The Netherlands increased 300 percent from the previous year. With the help of Talking Birds PR and DOK30 Communications, F-Secure raised its profile as a leader in its industry.