

quad9

CASE STUDY

Generating brand awareness and thought leadership through media.

OBJECTIVES

Although being a champion for cybersecurity and freedom of information, quad9 has remained in the backdrop of cybersecurity.

The goals of our campaign were to:

- Increase Quad9's brand awareness.
- Establish thought leadership for Quad9's bench of experts.
- Champion Quad9 in front of industry leaders.

Provide strategic guidance on communications to key stakeholders.

SOLUTIONS

We decided that we had to take a multi-pronged approach while still staying conservative due to limited budget and support of a non-profit entity.

We wanted to evangelize a more secure Internet and the expertise of the team. Our campaign included:

- Crisis planning
- PR Advisory and strategic communications
- SEO-enabled blog and content creation
- Press Release Roadmap
- Proactive pitching and media relations
- Media training

AT A GLANCE

Challenges

- Brand visibility
- Establishing industry expertise
- Crisis comms and strategy against a pending case from Sony Germany

Wins

- Won appeal against Sony
- Secured major coverage in Wall Street Journal as experts
- Built out domain expertise on blog



"The team at TST were excellent at keeping us on a steady cadence, pushing forward with great blog skeleton creation and writing, and with connections to industry press. Their ability to help us in a pinch with crisis press management in our Sony case was greatly appreciated, and they were a help in all dimensions of promoting Quad9 to the rest of the world. Highly recommended!"

John Todd

General Manager, quad9

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CASE STUDY

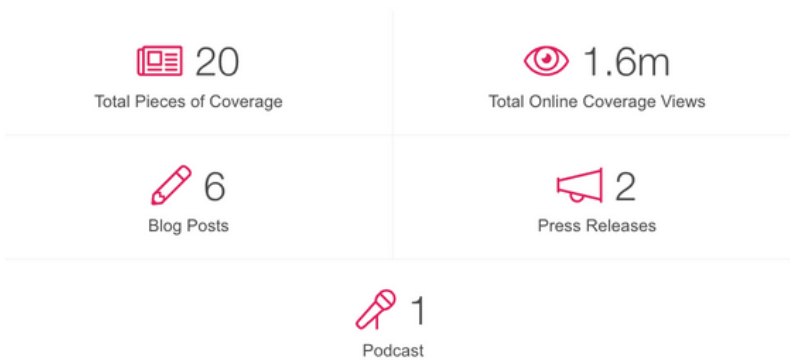
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CAMPAIGN RESULTS

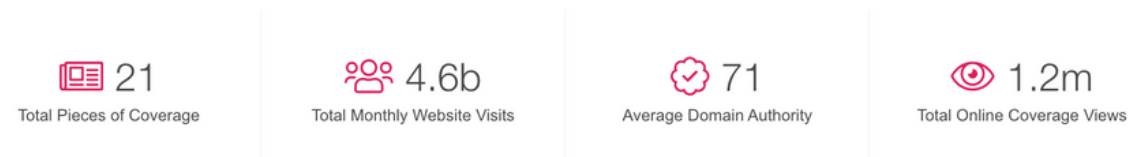
Sony Case Metrics



2022 Metrics



2023 Metrics



WSJ WSJ

Eight Questions to Ask Your Aging Parents (and Yourself) to Keep Their Phones Safe From Hackers

06 DECEMBER 2022

Journal Reports: Technology How to Recognize Phishing Emails: Cybersecurity Experts Give Advice December 6, 2022 at 5:00 PM ET The good news is detecting phishing scams doesn't require technical or cybersecurity .



“A breathe of fresh air, our previous PR agency had overcharged and underperformed. The Silver Telegram understands the cost sensitivity of a non-profit and seamlessly integrates into the team to support you almost like they're an extension of your own marketing department, whether you have one or not. “

Danielle Diebler

Former Chief Security Officer and Founder