



Leading independent communications worldwide

Awards: Cubitt's campaign for Control Risks' RiskMap report

Cubitt Consulting with client Control Risks were delighted to be short-listed for the independent SABRE awards. This is the 5th year running we have featured, this time in the Professional Service Firm Category for the Control Risks' Riskmap Report.

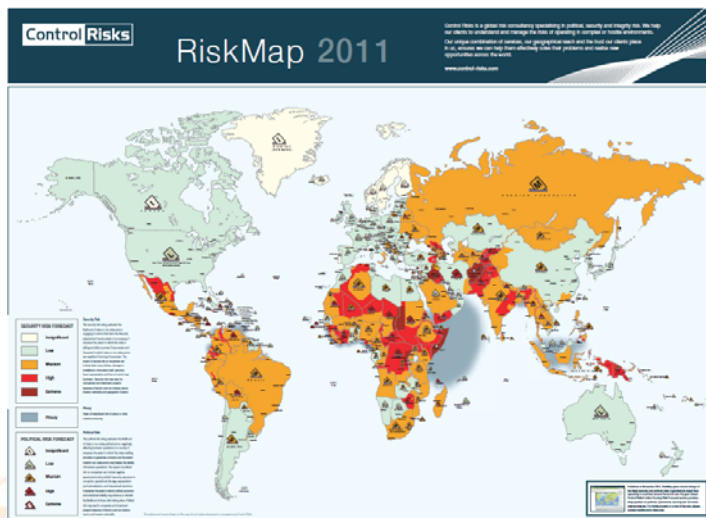
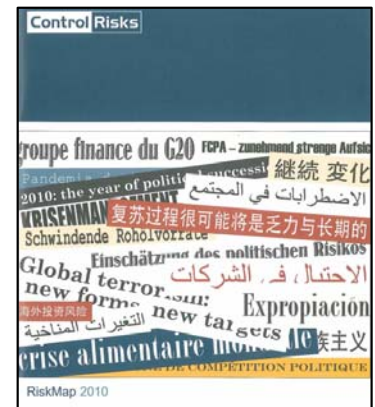
Cubitt was appointed in October 2009 to transform the media profile of RiskMap. For RiskMap 2010, Cubitt generated items in 6 major titles (*The Economist*, *Financial Times*, *The Daily Telegraph*, *The Times*, *CNBC* and *CNN*) which it exceeded the following year for RiskMap 2011. 10 items were achieved in *The Economist*, *Financial Times*, *Wall Street Journal*, *The Daily Telegraph*, *The Times*, *BBC Today Programme*, *BBC Wake up to Money*, *BBC Radio 4's The Bottom Line*, *CNBC* and *Bloomberg TV*.

Control Risks is one of the world's leading risk consultancies providing advice to corporate, governmental and non-governmental clients operating in the developing world. Each year the company publishes its RiskMap report, an analysis of the political and security risks of 173 countries across the world.



Historically Control Risks had achieved little coverage for the report in the UK.

Control Risks wished to **raise the profile** of its flagship RiskMap report with the national press and broadcast media, **in order to position the firm as a leading adviser** on political, security and integrity risks.



The RiskMap report was a lengthy and academic report with a number of sections covering a range of macro topics and themes but very light on proprietary data. It was therefore necessary to **identify the newsworthy elements** of the report and appropriately **package them for journalists**.

Cubitt devised a **targeted media campaign**, selecting specific international and national press and broadcast titles for RiskMap 2010 before extending that group the following year for RiskMap 2011. Coverage achieved produced a **return on investment in Cubitt of 9.6x**.