

Technology



A TECH TALE: THE STORY OF INGENUITY

Consumers demand – and expect – innovation from companies. And nowhere is this expectation stronger than in the technology sector. We believe the story of technology, in essence, is a story of people’s awe-inspiring capacity for ingenuity and progress. So we blend deep brand marketing and reputation management experience with our tech sector knowledge to create the innovative campaigns that both highlight the products and underscore what is possible through the world’s latest advances.

Representing some of the world’s most iconic brands in the consumer technology, B2B, cybersecurity, healthcare IT and telecommunications sectors, we provide expertise in transforming complex industry shifts into compelling opportunities to engage a wide range of audiences. For decades, FleishmanHillard’s deep technology expertise has allowed our counselors to shape the global dialogue in various sectors – from

computers to IT services, semiconductors to software, and almost everything in between. Supported by a global network of 600+ tech industry experts, we bring measurable insight and recommendations to companies. We help elevate brands, communicate the value of products and services, mitigate risks to reputations – and, ultimately, help achieve business goals.

Our proprietary Authenticity Gap research explores the gap between what consumers experience when engaging with companies and what they expect of them. And when it comes to expectations for innovation, our findings show the following gaps for key industries within the U.S. technology sector. Numbers represent consumers’ expectation for innovation minus their experience, resulting in a +/- % gap.

- *Electronics: -29.0%*
- *Software: -16.9%*
- *Computers/computing: -21.6%*
- *Biotech: -10.3%*
- *Internet services: -19.2%*

HOW WE WORK

Across the globe, our technology experts work closely together to solve clients' business problems. Our experts also collaborate with our practice groups to deliver the diverse communications counsel needed by today's organizations – from multinationals to startups. So in addition to providing support in the areas of brand marketing, crisis communications, reputation management, digital and social, research, media relations, public affairs, and strategic integration, our technology team specializes in:

Cloud Computing Expertise

We represent not only organizations that just play within the cloud computing space but those that create, define and lead entirely new conversations centered on cloud adoption, security and optimization. In addition, we have the ability to manage reputations in an entirely new IT landscape that relies on unprecedented speed, cost-effectiveness and targeted access to business information.

Corporate Reputation

A good corporate reputation can drive business performance, establish goodwill with customers and serve as a protective barrier when challenges arise. Our experts work across virtually every sector of the technology industry, helping clients enhance and protect their reputation, improve market position and revitalize their brand.

Crisis Management, Reputation Recovery

News and information takes only seconds to travel around the world, and companies must address issues quickly before they become a crisis. Our teams bring a deep understanding of local, regional and global technology as well as consumer, business and regulatory issues – and the experience to anticipate challenges.

Globalization

As one of the few agencies with a truly global network in the technology industry, our team helps companies keep pace with the demands of globalization. Our communications strategies help position brands consistently across markets while maintaining relevance locally.

Influencer Relations

For all communications, the idea is to reach the right audience through the right channel at the right time. So we complement our tech industry expertise with a global team of experts in the areas of research, media relations and social media to identify and connect with the voices that have the greatest impact on your organization.

OUR VERTICALS

Computers

Electronics

Hardware

Internet services

IT service providers

*Network and communications
equipment*

Semiconductors

Software

Telecom

Technology



CONTACT

For more information about FleishmanHillard's technology expertise, please visit fleishmanhillard.com/technology.



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