



Case study: PRPR & Cyberis: Building Brand Awareness Through Expert Storytelling

Cyberis x PRPR

Background

Cyberis is a UK-based information security consultancy renowned for its technical rigour and client-centric approach. Cyberis recognised the need to amplify its experts' voices, humanise its brand and deepen press relationships to stand out in a crowded market.

The challenge

- Position Cyberis spokespeople as approachable authorities, not just faceless experts
- Translate deep technical insight into stories that resonate on social media and in trade press
- Break into emerging channels such as podcasts and key verticals (e.g., education)
- Align brand communications with Cyberis's commitment to diversity and inclusion

The Solution

PR & Social Media Integration

- Crafted individual social-first content plans highlighting personal anecdotes alongside technical analysis
- Human-led interviews and profile pieces, making experts relatable without diluting their credibility

Press Relationship Building

- Systematic journalist outreach—introducing Cyberis by-lined comment, data insights and spokespeople for quick-turn interviews

- Secured regular panellist slots on Infosecurity Magazine webinars and a monthly column for Cyberis's director in Network Security magazine

Podcast Programme

- Pitched Cyberis experts to leading cybersecurity podcasts (Cyber Work, CyberWire Daily, IT Pro Podcast), generating thought-leadership in new audio audiences

Education Sector Focus (2022-Present)

- Identified schools, multi-academy trusts and universities as growth verticals Commissioned bylines such as "Schools Out for Ransom: Education Under Attack" (Infosecurity Magazine) and "The Security Impact of Shadow IT" (Information Age)
- Secured speaking slot at the MATs Summit and invitation-only breakfast briefings with key sector decision-makers

Championing Inclusion

- Positioned Cyberis Director Gemma Moore as a role model on gender diversity—lining up feature interviews (The Guardian) and conference keynotes on "Tech's Drive for Gender Parity"
- Developed comms assets around Covid-19's impact on inclusion, tying data with human stories



Cyberis x PRPR

Creative Content & Event Support

- Produced short-form videos: team profiles, step-by-step vulnerability-disclosure guides
- Managed Cyberis's exhibition presence - press meetings, speaking slots

Enduring Impact

Through a blend of human-centric storytelling, relentless media cultivation and sector-specific strategies, PRPR has established Cyberis as both an authoritative voice and an accessible brand. PRPR will continue to craft the narratives that turn technical excellence into competitive advantage.

What Cyberis say about PRPR

"PRPR is a trusted partner of Cyberis. When it comes to PR and social media, time and time again the team at PRPR are creative in their approach and most importantly create opportunities for us. They really understand our industry – their considerable experience in cyber security has been invaluable. What's more, they are lovely people to work with."

Gemma Moore, Director, Cyberis





www.prpr.co.uk

Telephone: +44 (0)1442 245030 | Email: pr@prpr.co.uk