

INTEL 471 CASE STUDY

Researchers Becoming Thought Leaders

EXECUTIVE SUMMARY

In this case study, we present the successful journey of Intel 471, the premier provider of cyber threat intelligence (CTI) solutions across the globe, in up-leveling their team of highly technical analysts and leadership team into storytellers and thought leaders. This example outlines the customer's challenges, our approach to those challenges and the noteworthy results we achieved.

INTRODUCTION

Intel 471's unique perspectives and ability to communicate directly with the cyber underground have led the company to become a leader in CTI and threat hunting. Its founders and leadership team come from the military, law enforcement and highly technical backgrounds, which allows them to speak to their findings at a technical level and inspire the company to serve a higher purpose, protecting the security landscape.



Intel 471 empowers organizations to defend against cybercriminals using real-time insights about adversaries. The company's TITAN platform collects and interprets human-led intelligence, which feeds into its external attack surface and advanced behavioral threat-hunting solutions. Customers utilize this operationalized intelligence to respond proactively to neutralize threats and mitigate risks.

STATEMENT OF THE PROBLEM

Intel 471 produces leading threat intelligence research with unparalleled insights due to its analysts' ability to communicate directly with adversaries. However, due to the technical nature of the reporting and initial low brand recognition, the research didn't get the recognition it deserved.

DECISION CRITERIA AND CHOICE GUIDING THE PATH FORWARD

Intel 471 needed a team of communications experts who understood the cybersecurity media landscape and could collaborate with the research team to uplevel stories. They sought a partner who could showcase Intel 471's leaders in ways that highlighted their expertise outside of threat intelligence research and tell the 'entire company story.'

W2 Communications identified three key elements to raise Intel 471's brand recognition: thought leadership, research and rapid response. By focusing on these core pillars, we were able to elevate every aspect of their brand - especially their research storytelling - and enable the company to stand out amongst their competitors.

IMPACT AND RESULTS

Since January 2023, the team worked directly with Intel 471's researchers specifically to turn them into thought leaders. We completed media training and intake calls to develop individual thought leadership platforms which we pitched to key reporters. By building their credibility, we turned them into a consistent resource for journalists who could speak about cybersecurity in relation to some of the world's largest events (i.e. the Olympics), experts on trends happening in the threat landscape and standout innovators in the industry.

W2 Communications has secured over 130+ pieces of coverage (114 in the first year of the program), which includes features in business press publications such as Axios, WIRED, Bloomberg, Forbes, Globe and Mail and more. Because of the team's efforts, Intel 471 participated in over 25 interviews discussing breaking news, Intel 471's place in the market, threat hunting, research and trends.

ALTERNATE COURSES OF ACTION

EXPLORING SOLUTIONS

Intel 471 was looking for a fully collaborative PR team to take them to the next level, partner with them through an acquisition and help solidify the Intel 471 value proposition while strategically up-leveling their research and insights.



RECOMMENDATIONS

TRANSFORMING MARKETING AND/OR STRATEGIC COMMS

Look for an agency that reviews your content and doesn't just pitch it out to the media but asks themselves, "What else?" and thinks about the long-term strategy. W2 Communications' ability to fold in past experiences, leverage key relationships and ask the right questions has contributed to Intel 471 becoming the CTI leader in the industry and a go-to resource for many.