

ALL POINTS

PUBLIC RELATIONS

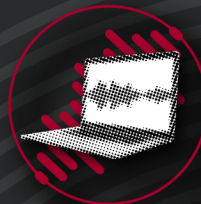
cmIT Solutions[®]
Your Technology Team

OBJECTIVE:

To position CMIT Solutions as an undisputed authoritative cybersecurity thought leader locally and nationally. As news broke on the Lurie Children's Hospital data breach, we were able to secure multiple press opportunities to elevate the prominence of CMIT Solutions and its Chicago franchise owner.


INCREASED
NATIONAL AND
LOCAL AWARENESS

→ **2.7 MILLION+**
tv viewers




FOCUSED ON
EVENING NEWS
SEGMENTS

→ **14+ MINUTES**
tv runtime




TOOK OWNERSHIP
OF THE
NEWS CYCLE

→ **10+**
press placements




SECURED
HIGH IMPACT
ONLINE PRESS

→ **80 MILLION+**
unique visitors per month




BOOSTED SOCIAL
MEDIA PRESENCE

→ **9%**
engagement rate



APPEARED ON:

**WORLD
NEWSNOW**



**GOOD
MORNING
AMERICA**

GET LOUD!
BREAK THROUGH THE NOISE
WITH INTEGRATED PR