

# Freese and Nichols



Freese and Nichols, a regionally based consulting firm with national expertise, first engaged Cooksey to generate broad awareness of Freese’s receipt of the Malcolm Baldrige National Quality Award – the highest level of national recognition for performance excellence that a U.S. organization can receive. Building on that PR program, Cooksey helped Freese develop and execute a years-long thought leadership strategy to showcase the firm’s broad range of engineering, architecture, environmental science, construction and planning services and its exemplary public infrastructure projects nationwide.

The results included scores of interviews, feature stories and bylined guest articles in media matching Freese’s target markets and sectors, as well as high-profile speaking engagements, awards and honors, and industry events to showcase the firm’s innovative work and resource stewardship. Cooksey also kept the firm’s name top-of-mind among clients and prospects through frequent PR for new Freese offices, services and professionals, and ensured brand protection and key message consistency through crisis communications counsel and executive media training services.

