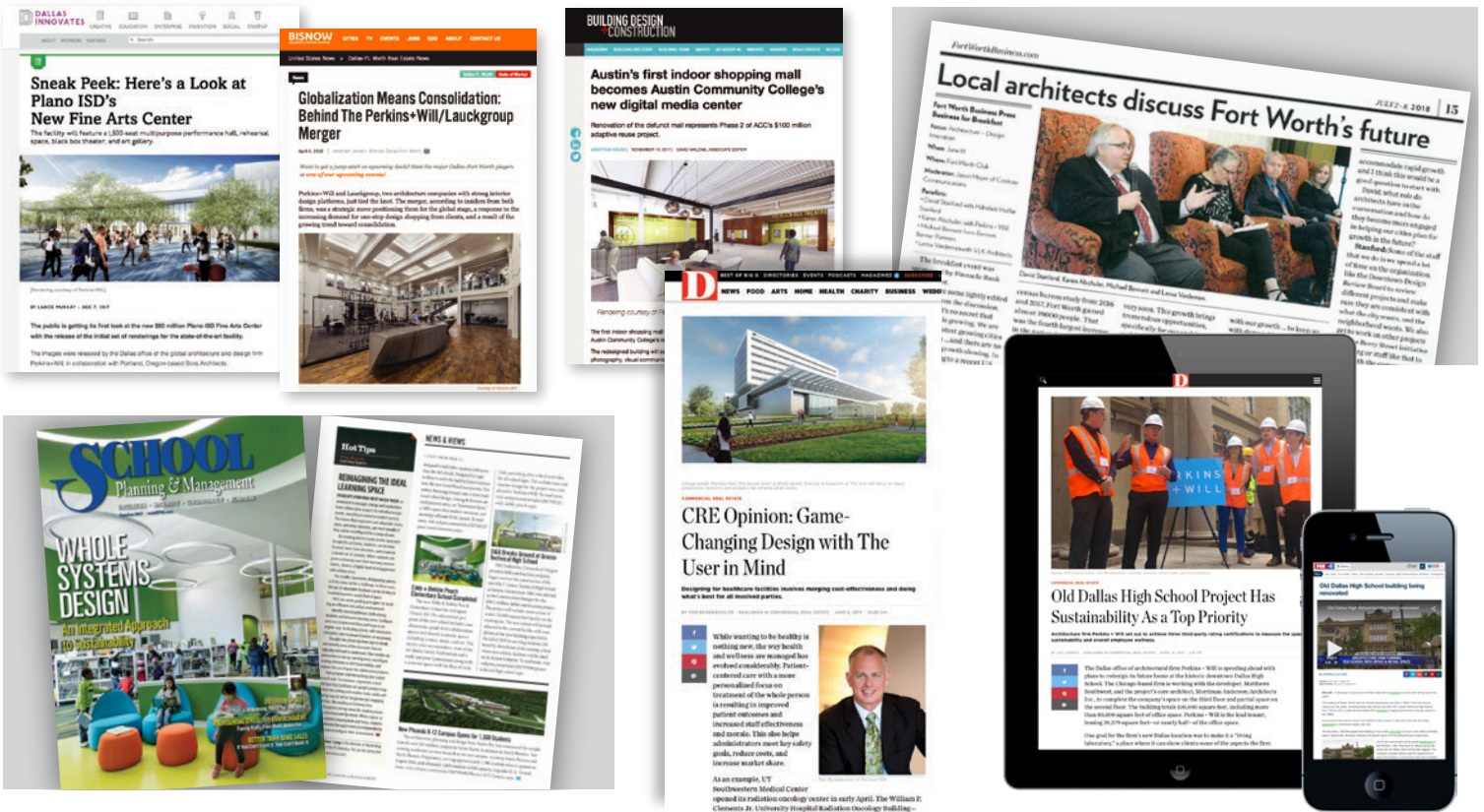


Perkins and Will



The Dallas office of global architecture and design firm Perkins and Will engaged Cooksey Communications to position the firm and its practice leaders as experts in healthcare, workplace (corporate, commercial and civic), and K-12 and higher education planning and design. This included generating earned media coverage in client-facing media outlets, raising the public profile of the Dallas office and leveraging high-profile staff announcements and office relocations in Dallas, Houston and Austin.

Cooksey secured an average of 10 prominent media clips monthly for Perkins and Will, along with multiple bylined article placements and high-visibility speaking opportunities. The media results alone included coverage in The Dallas Morning News, Dallas Business Journal, Austin Business Journal, Construction News, Texas Town & City, Dallas Innovates, D Magazine, D CEO Magazine, KDFW-TV FOX-4, KTVT-TV CBS-11, KXAS-TV NBC-5, Fort Worth Business Press, Texas CEO Magazine, Building Design + Construction, Healthcare Design Magazine, School Planning & Management, Bisnow among others. Also, Cooksey's planning and execution of a media tour and event to preview Perkins and Will's new office in downtown Dallas earned Platinum honors in the MarCom Awards, an international marketing and communication competition.

