



Entrant company name: **Deloitte UK**

Category: **In-House PR Team of the Year - Private Sector**

### **Overview**

Deloitte UK is a leading professional services firm that employs 26,000 people. Our in-house External Relations team works to enhance and protect the firm's reputation and is structured to align with both the media environment and the topics that matter most to Deloitte. The integration of our two Public Affairs specialists further ensures impactful delivery of campaigns.

### **Strategy**

Central to our strategy is the cultivation of media and political relationships. Each team member is tasked with identifying and building relationships across national, broadcast and trade media, as well as in Government and Parliament. We operate a daily news meeting and a centralised calendar to coordinate our portfolio of activities. We create content that is aligned with the strategic priorities of the business and help respond to challenging issues relating to the firm's reputation. Operating from locations across the UK, including London, Birmingham, and Cardiff, our team provides comprehensive support to our stakeholders. We maintain an on-call system, rotating responsibility to handle urgent media enquiries around the clock. We also amplify our coverage across a range of owned channels, including the firm's award-winning podcast "The Green Room".

### **Objectives and performance**

Our goal is to be the most eminent voice on priority topics such as family friendly working and recruitment, in addition to showcasing our business expertise. The team manages a large number of media enquiries, from the impact of AI on professional services, through to women's football. Between January 2025 and February 2026, we published more than 110 press releases, secured more than 13,000 pieces of coverage, media trained more than 40 new and diverse spokespeople, and conducted more than 300 journalist briefings. We organised a flagship media networking event in April 2025,

bringing together 120 key journalists and spokespeople for a dinner and quiz, prompting more than 30 immediate follow-up requests and 15 journalist briefings.

### **Commitment to CPD**

Our team is committed to learning and development as well as upholding the highest standards of professionalism. Every member of our team is a CIPR member, and the majority have already achieved accreditation this year. To foster a culture of continuous learning and healthy competition, we initiated an internal challenge to gather the most CPD points this year. Our team regularly attends CIPR events and webinars, gaining insight into case studies and via targeted training sessions.

### **Recent outstanding achievements**

We are proud of the proactive campaigns we have led this year in key sectors and on societal issues. Our team has consistently delivered exceptional results, including:

- **Nurturing future talent:** Our commitment to early careers was demonstrated in The Times and The Sunday Times featuring our graduate, work experience and apprenticeship programmes, as well as featuring our first female apprentice to become partner. Our announcement of the creation of hundreds of new jobs in technology centres across the UK also received widespread coverage.
- **Pioneering family-friendly policies:** The firm achieved "Family Friendly Workplaces" accreditation and generated attention for our equalised paid parental leave. Our insights into working parents' challenges were extensively covered in national media, and our partnership with The Royal Foundation Centre for Early Childhood's Future Workforce secured blanket coverage across the nationals, reinforcing the firm's commitment to shaping future workforce policy.
- **Influential research & thought leadership:** An annual report which examines the drug development pipelines of the top pharma companies resulted in interviews on CNBC and Sky News, meanwhile our Gen Z and Millennial survey influenced discussions on the future of work in the Financial Times. Our annual crane survey (which analyses corporate real estate development) also secured substantial coverage, including in The Times.
- **Sustainability & social impact:** We launched a successful partnership with Currys to promote sustainable technology recycling for our people, "Recycle for Good", which generated over 100,000 impressions on LinkedIn.
- **Fiscal event commentary:** We strategically positioned Deloitte as the go-to firm for commentary on the Autumn Budget, conducting pre-Budget briefings with

over 50 journalists from national media outlets. We secured three prime broadcast interviews on the BBC, CNBC and Bloomberg TV, as well as national print coverage, demonstrating our ability to provide timely, expert analysis. Our economics team are also some of our most quoted spokespeople, and our flagship CFO survey, a quarterly gauge of confidence amongst finance leaders, is another extensive driver of media coverage and client engagement.

### **Campaign spotlight - Deloitte's Women's Sports Campaign**

**Brief:** To demonstrate the financial value and potential of women's sports for the UK and Europe, particularly football, through data-driven insights and expert commentary.

**Objectives:**

- Provide insight on the women's sport market which has been historically underserved by data, encouraging new and existing stakeholders to realise its value.
- Secure national media coverage for our research, positioning Deloitte's Sports Business Group as the first point of contact for women's sports advisory.

**Tactics/Strategy:**

- Annual release of global women's football financial analysis, including comprehensive data and expert industry commentary.
- Proactive media outreach and networking with national, broadcast, and specialist sports journalists.
- Securing prime time broadcast interviews on key outlets such as the BBC, Sky Sports and Bloomberg.
- Place thought leadership/opinion articles using the news hook of high-profile sporting moments.
- Leveraging relationships beyond the media including those at Ministerial level.

**Outcomes:**

- More than 400 organic press mentions across the women's sport campaigns, including a large BBC broadcast presence.

- Mention of Deloitte women's sport research by the UK Sports Minister at the Women and Girls in Sport Conference.
- Positioning Deloitte at the forefront of a growing, impactful sector with new and existing clients.

Budget: None, bar staff costs.

Why should we win?

In an increasingly complex and competitive landscape, our PR team consistently delivers, enhancing and protecting Deloitte's reputation. The team is pivotal in driving critical business conversations nationwide, from the UK Budget to recruitment. We are a zealous team, consistently exceeding our goals and securing significant coverage. We are hugely proud of the contribution each team member makes.