platform

MRI SOFTWARE: TREND LEADERSHIP TO DRIVE SALES

1 CHALLENGE: ENGAGE MEDIA TO DRIVE SALES

MRI Software is a real estate and retail technology pioneer. Its technology and software solutions empower property owners, investors, occupiers, and managers to generate data-driven insights, enhance operations, and improve customer relationships. MRI needed strategic storytelling to position it as a UK market leader and generate top-of-the-funnel visibility to boost sales leads.

The solution lay in using data and connecting it to big moments in business, culture, and politics – from Taylor Swift's massive Eras Tour, to the weather, major sports events, and the UK election.

MRI Software worldwide

Your global source for open and connected solutions for the real estate industry

45,000+	20.1m	4.2m	400+	170+
CLIENTS	UNITS	LEASES	PARTNERS	COUNTRIES

2 SOLUTION: CREATE STORIES AROUND BUSINESS-CRITICAL INSIGHTS

Platform developed a rolling media communications strategy, drawing on MRI data on footfall traffic in high streets, shopping centers, and retail parks to highlight how major events affect consumer behavior. By connecting retail footfall to big sporting, entertainment, and weather events, MRI is able to provide useful and valuable comment on topics the mainstream media covers.

For example, Platform saw an opportunity to build stories around the 'Taylor Swift effect'. MRI tapped data showing precisely how each concert drove a dramatic spike in the local economy in each UK city where the shows took place. Similar campaigns were created around other events, such as England's run to the finals in the 2024 EURO Football Championships and the UK summer heatwave.

Platform worked closely with MRI to create a calendar of important events affecting retail footfall, including elections, budget announcements, Black Friday, Christmas, and Boxing Day sales.

Each story included insight on what the trend meant for opening hours, staffing levels, product displays, inventory, security and other elements so there was a clear business value for MRI customers. Importantly, the stories featured insights that relate to broader property management and energy use – so that the themes discussed in the media coverage would be relevant to not only MRI's target customers in retail but also across other markets, including office and residential.

Platform developed and executed a carefully crafted comms strategy around the business-critical Christmas and January sales period. **A tailored outreach plan aimed to deliver extensive coverage in the media titles that reach MRI's target audiences.** Platform pitched footfall data and shared tailored trends commentary ensuring MRI's messaging was carried by top-tier media.

3 OUTCOME: IMPACTFUL COMMUNICATIONS THAT EMPOWER SALES

Platform delivered media coverage with a **reach of 6 billion+** within a year across the national, broadcast, business, property, and retail press – communicating messages that supported MRI business growth. The campaign secured pieces in **150 different media outlets**, including **the BBC**, **ITV News**, **LBC**, **Sky News**, **The Times**, **The Daily Telegraph**, **The Guardian**, **The Independent**, **Evening Standard**, **City AM**, **Financial Times**, **Forbes**, **Retail Week**, **Retail Gazette**, **The Grocer**, **Built Environment**, **Facilities Management Journal**, and **FM Business Daily**.

The media campaigns connected the dots between the retail footfall data and the value of MRI's technology to businesses. The resulting media coverage underlined MRI's ability to deliver actionable insights, reinforcing its position as a trusted technology brand. The coverage is packaged up for MRI's sales teams to use in lead generation and to drive attendance at MRI's events and webinars. Sales teams also use the media coverage to reignite conversations with prospects and continue to position MRI as a thought leader and expert across target markets.

MRI Software has strengthened its brand equity, becoming the go-to media resource for retail data and insights. As a result, **the company saw a substantial increase in sales leads from UK companies, along with increased website traffic and footfall benchmark registrations following each targeted media campaign** The combination of broadcast, national, business, and trade coverage engaged target buyers in a highly effective way.

platform

hello@platformcomms.com

www.platformcomms.com