

Man Bites Dog



**Professional services specialist
with technology expertise**

The first remarkable thing about Man Bites Dog is that when Claire Mason established the firm in May of 2005, the name—derived from New York Sun editor John Bogart’s famous description of what makes a story news—was still free. The second remarkable thing is that in a U.K. market that could very well be the most competitive in the world, Mason was able to find a niche that was not already overrun with rival agencies: providing public relations counsel to professional service firms that may lack concrete products and hard news but can offer vast resources of knowledge—at a time when the knowledge economy is big news. The third remarkable thing is how much the firm has achieved in such a short time: it has added a host of blue-chip clients including BT, Adobe and Hay Group (it has yet to lose a client) and it celebrated its second birthday in May of this year by picking up a European SABRE Award for corporate media relations for its work on behalf of architecture and design firm Gensler, to add to two PR Week Awards and a CIPR Excellence Award.

Mason spent time at some of the best consultancies in the U.K., including The Red Consultancy, Cohn & Wolfe and Midnight, before launching her own firm, and has worked with brands such as AXA, Capgemini, Deloitte Consulting, Hay Group, BT, O2, Adobe and Microsoft. She is joined at the helm of MBD by divisional director Daisy Dunkley-Clark, a veteran of Text 100 and technology consulting firm FDM Group, and by senior account director Daryl Newman, who spent time in the Asia-Pacific region and in a U.K. PR role for Japanese airline All Nippon Airways.

Man Bites Dog targets knowledge-driven businesses in three sectors: professional services, technology, and property and the environment. It specializes in generating news, using tools and techniques honed in

consumer and business-to-business PR to companies that have often been reticent about marketing. Services range from think-tank quality research and white paper production to news desk-style issues tracking that enables the firm to “hijack” stories in real time. And all programmes are underpinned by a commitment to measuring return-on-investment and business impact.

Among the highlights of the past 12 months, Man Bites Dog’s property group was retained by architect Broadway Malyan, business services consultancy Foreman Roberts, and a specialist sustainability management consultancy, while on the professional services front it added a European assignment from Hay Group in addition to its U.K. role, which involved positioning the management consultancy as an expert on China issues. Another international assignment sees the firm working with BT to support managing director level spokespeople with thought leadership campaigns. For Gensler, the firm promoted research showing the link between office design and productivity. And for law firm Browne Jacobson, MBD created and launched The Sleepless Report, an annual review of the legal issues keeping business leaders awake at night.

“Five Financial Times features in ten days plus a 12-part series in The Times is what I call PR with teeth,” says Kate Cowan, head of marketing at Hay Group, echoing MBD’s tagline. “What sets Man Bites Dog apart is their enthusiasm and understanding for even the most complex areas of our consultancy. They can spot a story at 100 paces, and come up with creative ideas at the drop of a hat. Quite simply, Man Bites Dog makes a difference to our business.” And Sarah Warnsby, marketing and business development director at Browne Jacobson adds: “Man Bites Dog makes our legal expertise relevant to the daily news agenda. Their intelligent campaigns have produced high profile coverage in national, broadcast and specialist media, making a tremendous impact on the company’s profile across corporate and public sector markets. The level of account service, creative approach and relationships built with our partners has been exceptional.”