

Company: Spirent Communications, Holmdel, NJ

Nomination Submitted by: Connect Marketing

Company Description: Spirent Communications plc. is the leading global provider of automated test and assurance solutions for networks, cybersecurity, and positioning. The company provides innovative products, services and managed solutions that address the test, assurance and automation challenges of a new generation of technologies, including 5G, cloud, autonomous vehicles and beyond. From the lab to the real world,

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Thought Leadership Communications or PR

Nomination Title: Spirent Communications' thought leadership PR initiative



1. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

The attached supporting materials provide clear evidence of the success and impact of Spirent Communications' Thought Leadership PR initiative, reinforcing the claims made throughout this nomination.

- 1. Media Coverage Report:**

A comprehensive list of over 1,500 earned media placements since July 2023, including features in *Forbes*, *Light Reading*, *RCR Wireless*, *TelecomTV*, and *The Economist*. This demonstrates the breadth and quality of Spirent's media presence, validating the campaign's reach and influence.

- 2. Flagship Reports and Whitepapers:**

Excerpts and executive summaries from Spirent's reports and recent whitepapers showcase original, insight-led content that has fueled media interest and analyst engagement.

- 3. Executive Thought Leadership Portfolio:**

A selection of bylines and features with Spirent executives, highlighting the depth and consistency of their expert visibility.

Together, these materials provide strong, data-backed validation of Spirent's PR achievements and showcase the program's role in positioning the company as a global thought leader in communications technology.

2. Specify the date on which this campaign or program was launched:

The Thought Leadership PR initiative led by Cheryl Ragland, CMO at Spirent Communications, was formally initiated in **2023**.

This marked the start of a renewed strategic communications effort focused on increasing brand authority, driving executive visibility, and shaping industry conversations around next-generation network technologies, cybersecurity, and automation.

3. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Development of the Achievement:

The development of Spirent Communications' Thought Leadership PR initiative was a strategic and collaborative process, underpinned by clear objectives, deep industry insight, and agile execution.

Planning and Goal Setting:

The initiative began with a comprehensive audit of Spirent's market perception, media footprint, and competitor positioning. Based on this, the team established key objectives:

1. Elevate brand visibility in global telecom and tech media.
2. Position Spirent executives as authoritative voices on 5G, Ethernet, GNSS (GPS), Wi-Fi, and AI.
3. Drive demand generation through increased awareness and credibility.

Strategic Themes:

From these goals, thematic pillars were developed—emerging network technologies, automation and assurance, AI, and the future of connectivity. These guided all content and media engagement, ensuring consistency and relevance.

Creative and Media Development:

Original content was central to the strategy. Spirent produced annual flagship reports (e.g., the *5G Outlook Report*), whitepapers, and exclusive media briefings. Executives were trained and positioned as expert commentators for top-tier industry outlets. The team crafted tailored media pitches tied to breaking news and trends to ensure high pickup. PR also placed ongoing columns in several publications including *Forbes*.

Scheduling and Execution:

A rolling 12-month editorial calendar aligned with key industry events, product launches, and global tech trends. Media outreach was timed strategically -- prior to major tradeshow announcements, post-report briefings, or rapid-response commentary during industry developments.

The initiative was supported by analytics to measure engagement, track share of voice, and refine messaging – ensuring the program remained agile, targeted, and results-driven.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

The genesis of Spirent Communications' thought leadership PR initiative was rooted in the need to elevate its brand visibility and credibility amid a rapidly transforming telecommunications landscape and showcase Spirent's unique position spanning the entire 5G ecosystem. As the industry faced unprecedented complexity—driven by the rollout of 5G networks, increasing prevalence of GNSS positioning and navigation technology, the need for ever-faster Ethernet networking, and the growing role of automation and AI—there was a clear demand for authoritative voices to help interpret, anticipate, and guide industry conversations.

Spirent recognized that despite its strong technical capabilities, it was often incorrectly perceived solely as a test and measurement hardware provider. The company saw an opportunity to reposition itself as a strategic partner and solutions innovator. The goal was to broaden awareness of Spirent's unique insights and position its experts at the forefront of key industry dialogues.

Several challenges fueled the initiative: an overcrowded market with loud competitors, media fatigue around 5G buzzwords, and a gap in understanding the real-world implications of advanced, highly complex technologies. Spirent's solution was to develop a data-backed, insight-led PR and thought leadership strategy grounded in original research, credible expert commentary, and accessible storytelling.

The team focused on amplifying Spirent's voice across traditional media, digital channels, and industry influencers. By creating compelling narratives around real use cases, testbed deployments, and forward-looking analysis, the initiative aimed to solve both a visibility gap and a trust gap—turning Spirent into not just an innovative solutions vendor, but a go-to thought leader.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Key Activities:

- 1. Flagship Content & Reports:**

- Released three market insight reports: *The Spirent 2024 5G Report: Market Drivers, Insights & Considerations*, *The Spirent High Speed Ethernet Annual Report 2024*, and *The Spirent 2025 5G Report: It's Halftime for 5G*.
- Published a series of technical whitepapers on topics including AI-driven network automation, cybersecurity in telecoms, and GPS spoofing widely referenced by analysts and trade press.

- 2. Executive Visibility:**

- Spirent executives were featured in over 142 bylined articles and opinion pieces across leading outlets.
- Delivered keynote presentations and panel appearances at key industry events.

- 3. Proactive Media Engagement:**

- Conducted over 50 media briefings with global journalists and analysts.
- Launched targeted PR campaigns timed with major telecom milestones and product launches.

- 4. Social Amplification and Analyst Relations:**

- Leveraged LinkedIn and Twitter/X to extend reach of thought leadership content.
- Strengthened relationships with leading industry analyst firms through coordinated content briefings and exclusive previews.

Concrete Results:

- **Media Coverage:** Over 150 unique media placements since July 2023.
- **Perception Shift:** Internal brand tracking shows a measurable improvement in Spirent being viewed as a thought leader. A perception audit of analysts and editors provided valuable insights.

Attachments/Videos/Links:

[Spirent Communications' thought leadership PR initiative](#)

[REDACTED FOR PUBLICATION]