

Case study: NormCyber

Cyber resilience isn't something organisations can afford to assume. It needs to be understood, measured and proven. That's where NormCyber (Norm) comes in.

Norm quantifies cyber resilience, giving executives clear visibility into cyber risk, recovery and progress over time, while helping stop cyber incidents from becoming business disruption. Delivered through a UK-based, CREST-accredited SOC with 24x7 proactive monitoring, Norm combines enterprise-grade cyber security expertise and technology for organisations that don't have the resources of large in-house security teams.

Headquartered in Fareham, Hampshire, Norm supports mid-market and enterprise organisations across financial services, manufacturing, logistics, retail, IT, housing and the public sector. Its service portfolio mirrors the National Cyber Security Centre's Cyber Assessment Framework and includes Managed Detection & Response, Digital Forensics & Incident Response, Continuous Threat Exposure Management and Governance Risk & Compliance.

Unlike many managed security services providers (MSSPs), Norm goes beyond alerting. Norm is the pioneer of the Cyber Resilience Score – a dynamic cyber health metric that provides empirical evidence of clients' resilience. The score is visible on Norm's Smartbloc Portal, where clients can continuously track their progress. Clients are also assigned a dedicated Focal Analyst, a senior security engineer responsible for reducing their exposure, coordinating prioritised action, and translating cyber risk into business decisions.

By combining deep technical expertise, cyber measurement and a business-focused delivery, Norm offers a compelling answer to the cyber security challenges in the UK market today. Accordingly, its customers award Norm a Net Promoter Score of 81 (more than double the technology industry's average) and its customer renewal rate is sky-high at 90%.

Key achievements

- Established Norm's media presence from scratch
- Positioned its experts as trusted commentators in top outlets
- Measurable PR results, including KPIs and SOV analysis
- Engaged 27 customer advocates
- Delivered 17 successful award nominations, including eight wins

Building a PR programme from scratch and achieving measurable results – quick

In 2021, Norm was gearing up to launch its technology innovation, Smartbloc, and appoint a PR agency for the first time to support the go-to-market activity. As a business built on metrics, Norm placed strong emphasis on credentials and KPIs. During the RFP process, Eleven Hundred demonstrated that it understood the saturated MSSP market, where competitors were gaining ground and what it would take to stand out – ultimately, securing the brief.

Eleven Hundred designed a comprehensive PR programme to raise Norm's brand awareness in the UK media. This included press releases; an editorial thought leadership programme spanning national, trade and vertical media, and ranging from comments and interviews to bylines and profiles; an awards programme, event support and analyst relations.

Campaign highlights

- Top tier national, trade and vertical media relations
- Press release drafting and distribution
- Thought-leadership programme
- Award entries
- Event support
- Customer case studies
- Website content creation
- Competitor Share of Voice analysis
- Quantitative and qualitative reporting

The PR team built a news pipeline for the Smartbloc launch, new hires, event attendance, expansion news, CSR campaigns, certifications, partnerships, and more, all of which signalled to the market that Norm is constantly evolving and innovating. Eleven Hundred also positioned Norm's key spokespeople to deliver the company's core messaging through a diverse range of thought leadership opportunities, including features in the leading trade titles such as IT Pro, Information Age and Verdict, as well as podcasts and radio interviews.

It wasn't long before the editorial campaign opened doors that were previously tied to advertising and Norm was a regular voice around the table in digital conversations, concerning both business leaders and technical experts, and spanning evolving operational resilience laws, the latest data breaches and ransomware trends.

The team also drew up quantitative KPIs covering outputs as well as outcomes, including competitive Share of Voice (SOV) tracking, which was continually evaluated to drive improvements.

At the start of the relationship, Norm set an ambitious target to capture 25% SOV from its competitors within the first six months. Considering that the company had no PR footprint until that point and the status of its (large number of) competitors, this was an ambitious undertaking – however, the campaign did deliver: it hit and exceeded all its goals, including a 36.2% SOV, higher than the initial target.

Happy customers + PR storytelling = business growth

Some elements of the PR programme – such as press releases and thought leadership – have remained in place over the years but they never stayed still, always drawing on fresh angles, responding to market shifts and delivering strong results against agreed KPIs. The PR campaign evolved in lockstep with Norm's business needs and often re-invented itself. One major addition was the customer advocacy programme.

Customer stories are hard-fought in the B2B technology space, but particularly when they concern information security, operational resilience and data privacy. Yet, when asked if they would provide a positive testimonial, Norm's customers lined up to tell their story!

Crucially, Norm trusted Eleven Hundred to own the process, giving the PR team direct access to customers. Eleven Hundred ran a structure programme to interview customers and bring their stories to life. Fortnightly meetings with the Norm marketing team kept the programme on track, with fresh names regularly added to the pipeline and outputs reported on as part of the PR team's KPIs.

The customer programme was hugely successful. Eleven Hundred have worked on 27 separate customer projects in just a two-and-a-half-year period (November 2023 to May 2026.) With every published asset, customer advocacy grew into a proven driver of commercial growth, and its impact compounded across all areas of the PR campaign, particularly awards.

"Working with Eleven Hundred Agency has demonstrated to us the real, measurable value of PR – and it certainly exceeded our expectations. Beyond increasing the awareness and visibility of Norm in the market, the campaign also opened new doors for us and reinforced the validity and importance of our services and message to business leaders about cyber security and data protection."

– Pete Bowers, COO, NormCyber



An undefeated awards programme

Norm had a winning business model: technical depth, USPs, business growth and happy customers on the record. However, earning the recognition of prestigious industry bodies is just as much a communications challenge – this is where Eleven Hundred made a difference.

Most awards required a large amount of creativity, coordination and a ruthless focus on results, impact and storytelling. Eleven Hundred entered Norm into awards not just on the basis of its services, but also its technology innovation, business prowess, disciplines represented (from the SOC and CSIRT to Focal Analysts and the data protection team), customer projects and more. Just in the last 12 months, Norm has been recognised for its 'Outstanding Cyber Security Team', 'Most Innovative Cyber Security Solution', 'Best Customer Service Initiative' and 'Best Incident Response Service.'

Between May 2022 and May 2026, Norm won seven accolades, including a UK Business Tech Award, a Security Excellence Award, two Cyber OSPAs, a PICCASO and a Manufacturing Supplier Innovation Award. It was also shortlisted 11 other times, including for some highly prestigious awards such as the UK IT Industry Awards, National Cyber Awards and SC Awards Europe.

Norm now has two trophy cabinets full at its Fareham headquarters and the results are visible in the online space, too. Norm's website is brimming with awards news – written by Eleven Hundred – serving as signals for buyers, customers, partners and peers, not to mention LLMs. The authoritative third-party recognition combined with the power of PR drives commercial value and growth.

"We have a true partnership with Eleven Hundred. They know our business inside and out, listen to us, help us solve problems and bring new ideas. Collaboration is easy, too. They feel like an extension of our marketing function, and they help us amplify the work of everyone at Norm – be they technical experts, customer-facing teams or the C-suite. We place a great deal of trust in the Eleven Hundred team and they achieve great results, which acts as a force-multiplier to all our efforts and supports our continued growth as a business."

– Kate Chappelle, CMO, NormCyber



Campaign highlights

- **Quick-start thought leadership.** Initially, Norm's trigger for appointing Eleven Hundred was to raise awareness around the Smartbloc platform. When this launch was delayed, the team had to come up with other ideas to garner media interest. The PR team quickly turned this setback into an opportunity, leveraging a fresh study commissioned by Norm – looking into how CEOs' personality traits can increase their susceptibility to cyber threats – to place six by-lined articles in Norm's target media segments, including Management Today and Cyber Magazine. While thought leadership is not always the obvious starting point for a new PR relationship, it delivered strong early results for Norm and laid the groundwork for sustained media engagement.
- **Supporting Norm's brand evolution.** In 2023, Norm underwent a major repositioning, launching a new mission statement, visual identity and expanding its senior leadership team to better reflect its matured market position. Eleven Hundred stepped up its content creation efforts during this time, crafting website copy and adjusting the KPIs to flexibly meet Norm's needs. The PR team turned the marketing messages into a PR narrative and helped Norm launch the news, on time, at the International Cyber Expo.
- **Steady case study momentum.** When customers are seriously happy, customer advocacy must be seriously buttoned-up. Eleven Hundred has delivered a regular cadence of case studies for Norm, handling the process all the way from initial interview through drafting to implementing final changes. Collaboration and trust between PR and in-house marketing were key to success, enabling Eleven Hundred to work with 27 customers in a two-and-a-half-year period.
- **Award win-wins.** Eleven Hundred has delivered 17 successful award nominations for Norm – including eight wins and a two-time finalist title at the UK IT Industry Awards – but they were not alone in basking in the spotlight. The PR team crafted Clanmil Housing's entry in the UK Housing Technology Awards, which was highly commended by the judges for demonstrating the real business impact of cyber resilience, driven by Norm's managed security service. And the PR team got its own share of the celebration, when Eleven Hundred's work with Norm won Digital PR Campaign of the Year – Technology campaign at the 2023 UK Digital PR Awards.

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