

case study

industry: events



task

- To build and sustain the media profile of Blitz Communications
- To promote Blitz's technical expertise, equipment and service
- To showcase each division's success stories
- To position Blitz as a good company to work for, to support merger and acquisition activity
- To provide strategic consultancy support to develop and execute Blitz's marketing strategy



approach

Emmett & Smith designed and implemented a public relations campaign rich in case study examples. The approach is used to reinforce existing client relationships and promote expertise. The PR campaign includes:

- Editorial PR Programme
- Pro-active media relations
- Headline creation
- Qualitative & Quantitative research
- Website review & rebrief
- Thought Leadership strategy
- Topical comment programme



result

Exemplary implementation of the campaign has resulted in consistent coverage within the pinnacle AV and broadcast press. Specific results include:

- Regular feature length articles in all key target trade magazines
- By-lines in targeted vertical titles
- Updated, fully optimised and dynamic web site



verdict

"We have enjoyed a strong and successful partnership with Emmett and Smith for many years. The team at Emmett and Smith has provided a consistently high quality service and are dedicated to delivering effective results using their unrivalled enthusiasm and knowledge of our industry and target markets"

- Communications strategy development
- Campaign planning
- Exemplary implementation

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