

case study

industry: events



task

- Crisis management following demerger from Evenser Group
- To launch the Blitz Charter Group to the media, whilst protecting the two companies' separate branding
- To establish a methodology to reach the Group's key market segments



approach

Exemplary Implementation minimised the impact of potential negative publicity around the demerger. Pro-active media relations helped to raise the profile of the newly established Blitz Charter Group within the business, trade and vertical press.

The programme included:

- Business intelligence
- Press audit
- Headline creation
- Strategic media programme
- Pro-active media relations
- Reactive media relations
- Thought leadership initiative
- Topical comment programme



result

Emmett & Smith successfully deflected negative press enquiries and resulted in favourable coverage, specifically:

- Headline Creation activities produced high impact, relevant coverage for the Group with the press and raised the company's profile
- Regular, positive coverage was achieved including by-lined features in key AV and vertical press over a six month period



verdict

"The main difference between Emmett & Smith and other PR companies is that they are never complacent and chase everything to see it through from conception to completion. Their flexible and rapid approach is designed to deliver results".

- Communications strategy development
- Campaign planning
- Exemplary implementation

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