

case study

industry: video and audio conferencing



task

- To raise brand awareness in the UK
- To communicate the benefits of using Click to Meet™ over other web conferencing solutions
- To position First Virtual Communications as an expert in education and Government sectors



approach

Working with First Virtual Communications' US PR company, BROAD PR, our Campaign Planning expertise enabled us to design a comprehensive and activity rich PR Programme for the UK which encompassed:

- Customer audit
- Press audit
- Press/analyst tour
- Strategic media programme
- Credibility creation activity
- European PR coordination
- Event media relations support
- Thought leadership initiative



result

Pro-active Media Relations and Headline Planning delivered specific coverage in the national press maximising international current events to FVC's advantage. The Campaign Plan enabled the client to assess the significant contribution that integrated PR could contribute to its business. Specific results include:

- Regular by-lined feature articles in core industry and vertical publications
- National press coverage in The Guardian and The Independent
- Inclusion in analyst reports
- Publication of education and public sector case studies
- Multiple media briefings with target publications



verdict

"Since selecting Emmett & Smith to provide PR support for First Virtual Communications in the UK, the company's energy, determination and pro-activeness have never failed to impress us. Our account team at Emmett & Smith has worked in conjunction with international PR teams in order to achieve results on a consistent basis, and we look forward to continuing our relationship long into the future."

- Communications strategy development
- Campaign planning
- Exemplary implementation

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