

case study

industry: digital cinema



emmett & smith
integrated public relations



task

- To position DTS Digital Cinema as the expert on all aspects of the transition to digital cinema in Europe
- To use key European trade shows as opportunities to create and reinforce relationships with key journalists
- To secure journalist and analyst engagement with the DTS brand
- To work with the press to ensure that the show interaction leads to quality coverage



approach

- Storyline development to support key strategic launches and evidence positioning
- Pre-show media relations, began ten weeks prior to event, to secure key press
- Pre-show analyst relations to secure analyst attendance at 1:1 interviews
- Press pack management, show photographer & press office liaison
- Briefing of DTS spokespeople
- Show attendance and interview facilitation
- General on stand hosting service for unscheduled 'drop-in' journalist visits



result

Activities clearly positioned DTS as the key solution provider of digital cinema solutions and transition support. Specific results in the first 12 months included:

- Ten interviews were delivered with target press and analysts
- A further ten feature length articles were secured in target press
- 22 news stories produced and worked with core press
- Stronger relationships with key journalists leading to greater involvement in shaping industry debate comment pieces and the opportunity for Emmett & Smith to secure by-line features on behalf of DTS during the year



verdict

"Bringing Emmett & Smith onboard enabled us to focus on other aspects of the exhibiting at international trade shows, knowing that our publicity was in good hands. We are delighted with the outcomes and benefited greatly from the experience. Emmett & Smith has allowed us to build up relationships with key journalists to ensure our company name remains in the media, optimising our business operations."

- Communications strategy development
- Campaign planning
- Exemplary implementation

Market Towers
No 1 Nine Elms Lane
London
SW8 5NQ

T • 020 7819 4800

F • 020 7627 0134

E • info@emmettandsmith.com

W • emmettandsmith.com

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