

case study

industry: digital cinema



task

- To draw upon DTS Digital Cinema's experience in the industry and position it as a thought leader
- To initiate and maintain relationships with key trade press
- To place thought leadership articles in key trade press to promote its position in the industry



approach

The following programme of activities was delivered:

- Thought leadership programme
- Headline planning
- Proactive media relations
- Exhibition support / Press tour



result

Exemplary Implementation of the campaign has resulted in consistent feature length coverage in the target publications identified and strong relationships built with key journalists. Specific results include:

- Recurring thought leadership column in *Screentrade*
- Feature-length coverage in *Cinema Technology*
- Eight high-quality media briefings with key trade press journalists operating within EMEA during Cinema Expo International 2008
- Participation in 'The Broader Issue' 3D Technology audio programme



verdict

"Throughout our EMEA PR campaign, Emmett & Smith has consistently delivered high profile coverage which has enforced our position as a thought leader in the industry. Emmett & Smith's dedication to providing in-depth coverage has ensured that it has gone above and beyond the objectives that we set out at the start of our partnership. Its commitment to supporting our business operations and the enthusiasm it has shown in every aspect of the work it has undertaken has not ceased to impress us."

- Communications strategy development
- Campaign planning
- Exemplary implementation

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