

case study

industry: specialty fiberoptics



task

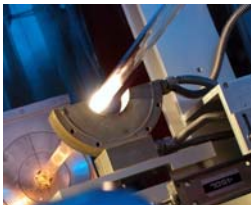
- To establish MD as a credible industry commentator
- To differentiate Fibercore Ltd from US competitor (Fibercore Inc.)
- To counter spoiling tactics
- To build credible and authoritative profile in the Telco. Sector (2002-2003)
- To build profile in defence, aerospace, fundamental research and medical industries (2003-2004)
- To position as world class manufacturer



approach

The client's previous negative experience of PR means our Performance Guarantee, as embodied in our Exemplary Implementation service, played a key role in securing the account. The Campaign Plan includes:

- Global editorial PR programme
- Exhibition strategy & press tour
- Speaker bureau
- e-zine consultancy
- Guru creation programme
- Web consultancy
- Pro-active media relations



result

We have leveraged our budget by achieving message synergy across all communication channels. Achievements include:

- Regular news, by-lined feature coverage and cover pages in core Telco. press
- PR/Sales strategy integration – generating sales leads
- Columnist opportunity secured for MD
- Clear differentiation between UK and US Fibercore during Fibercore Inc.'s stock exchange delisting
- Secured invitations to speak at national events



verdict

"I have been impressed with the professionalism which Emmett and Smith has displayed. They have exceeded the campaign objectives at every turn."

- Communications strategy development
- Campaign planning
- Exemplary implementation

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