

case study

industry: mobile TV



task

- To position S3 as an industry leader in consumer mobile TV and promote areas of definitive subject matter expertise
- To secure incisive coverage in influential target magazines
- To create authority through meaningful industry comment and by-line features



approach

We designed a bespoke editorial campaign in order to address the PR objectives. The campaign included:

- Tactical messaging development
- exPRession™ (Media Training)
- Headline creation
- Proactive media training
- Thought leadership initiatives
- Topical comment programme



result

Exemplary implementation has resulted in consistent and highly relevant coverage within target publications specified by the client. Specific results include:

- 59 pieces of coverage in key press within the first 6 months
- Regular by-line coverage positioning the General Manager of Consumer Mobile as a thought leader in the industry
- Opportunities within target publications were highlighted and coverage was secured in both print and broadcast media



verdict

“It has been a pleasure working with Emmett & Smith as their consultancy continues to deliver professional, consistent and measurable results. When we are under more pressure to justify spend and demonstrate tangible results, Emmett & Smith’s approach helps. The target PR outcomes have been exceeded aided by their outstanding technical feature placement and writing skills. As a result, we have made great progress in positioning our key spokespeople as industry leaders.”

- 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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