

case study

industry: entertainment/content delivery



emmett & smith
integrated public relations

**Scientific
Atlanta**
A CISCO COMPANY

task

- To position Scientific Atlanta Europe as a *European* Company, not a US-based company trying to claim share of the European market
- To showcase award winning, non-proprietary solutions in core publications
- To build credible and authoritative profile in the European broadcast industry
- To establish Scientific Atlanta as a leader in both the quality and innovation of technologies
- To profile the European Directors as industry leaders



approach

Following the successful delivery of a PR campaign for its UK-based, wholly owned subsidiary, Fibercore Limited, Scientific Atlanta was excited to be utilising Emmett & Smith's Campaign Planning Expertise and Exemplary Implementation services to spearhead its European PR campaign. The Campaign Plan includes:

- European editorial PR programme
- Credibility Creation activity
- Communications Strategy Review
- Exhibition and press tour support
- Thought Leadership initiative
- Headline Creation
- Strategic Media Programme
- Pro-active Media Relations



result

Extensive, proactive Media Relations and Headline Planning have enabled E&S to secure awareness of Scientific Atlanta as a leading technology manufacturer in EMEA. 130 pieces of coverage have been secured in target titles in the first 12 months of activity. Specific results include:

- Concise, incisive, regular by-lined feature coverage
- Case study coverage demonstrating brand attributes – innovative and scalable
- Secured invitations for subject matter experts to present at key industry events



verdict

"As Vice-President of Strategic Communications, I have been personally involved with many PR agencies over the past 20 years. Emmett & Smith is by far one of the most effective PR companies that I have worked with. Its unique integrated approach to PR and proactive Media Relations strategy has been very successful in communicating Scientific Atlanta Europe's key messages and has resulted in a range of impressive coverage."

- Communications strategy development
- Campaign planning
- Exemplary implementation

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