

# case study

industry: entertainment/content delivery



## task

- To support Scientific Atlanta, a Cisco company, at its key trade shows in Europe – IBC & ANGA Cable
- To position the company and its technology and solutions in a way that makes S-A accessible to the press
- To secure analyst interest and make the best use of opportunities at the show
- To use the show opportunities to reinforce relationships with key journalists
- 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 three months 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 Scientific Atlanta spokespeople
- Show attendance and interview facilitation



## result

Activities clearly positioned Scientific Atlanta as the key solution provider in the video content deliver market, as tasked. Specific results include:

- 27 interviews delivered at IBC 2008 resulting in excess of 40 pieces of coverage
- 18 interviews delivered at ANGA Cable 2008 resulting in excess of 25 pieces of coverage

Stronger relationships with key journalists leading to greater involvement in industry comment pieces and the opportunity for Emmett & Smith to secure by-line features on behalf of Scientific Atlanta throughout the year



## verdict

“We were delighted with the success of the exhibition publicity undertaken by Emmett & Smith for IBC 2008. The consultancy has demonstrated that it can help us to make optimum use of the media opportunities presented at these major international events. Emmett & Smith has made excellent use of the relationships it has with the media to further the business interests of Scientific Atlanta.”



- Communications strategy development
- Campaign planning
- Exemplary implementation

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