

case study

industry: charity



task

- To build awareness of the brand
- To promote £11m fund raising initiative
- To highlight the changes at the Centre as it moves to becoming an exemplar for 'Valuing People' implementation



approach

Emmett & Smith is utilising its Campaign Planning and Expert Implementation services to deliver this brief which requires both corporate affairs and consumer skills. The Campaign Plan includes:

- Corporate identity re-branding
- Website development
- Brochure and strategic document design
- Celebrity management
- Guru-creation programme
- Strategic networking series
- Editorial PR campaign
- Consumer education activities



result

Intensive Headline Planning and Media Relations activities have resulted in high level coverage in core press. In addition, significant celebrity support has been secured with numerous donations for the celebrity auction:

- New brand identity, stationery, website & marketing collateral
- The creation of the "100 years of caring" initiative
- Celebrity auction event
- Successfully positioned CEO as guru on issues allied with epilepsy care
- Development of press material to convey the uniqueness of the Centre to people with epilepsy, their families, local authorities and care agencies



verdict

"The enthusiasm that Emmett & Smith has shown throughout the campaign has been constant and I have been impressed by the high calibre of work delivered."

- 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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