

case study

industry: customer management



emmett & smith
integrated public relations



task

- To capture and articulate a robust and credible brand position which would differentiate 2Touch from its competition and provide the basis for all external and internal communication
- To review and align all business collateral with the new brand positioning



approach

A bespoke Communications Strategy Development project was delivered, including:

- PResence™ - messaging workshop and consultancy programme
- Collateral alignment - a comprehensive review, repurpose and update of all 2Touch marketing materials to reflect the messaging identified in the PResence workshop including website, search engine optimisation, digital PR strategy, brochure, case studies, sales letters, advertising, direct mail, sales presentations and operations manual



result

Communications Strategy Development has delivered specific results including:

- Development of the MessagingRouter™ - a clearly defined brand positioning which articulates and differentiates 2Touch from the competition featuring fully evidenced customer business benefits as well as a bespoke delivery methodology
- A model for consistent corporate communication; both written and verbal, internal and external
- 2Touch's communication investment is unified and focussed
- The sales force is now equipped with incisive and consistent collateral enabling focussed and meaningful prospect pursuit



verdict

"For the first time, we have captured a clear statement of what makes our business unique; a statement which stands up to scrutiny in the marketplace and differentiates us from our competitors. We would recommend the PResence workshop and consultancy programme to any business determined to grow and in need of a clear, tangible and meaningful vision."

- 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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