

# case study

industry: customer management



## task

- To position 2Touch as a subject matter expert within key trade publications
- To create credibility through case study and robust references
- To create authority through meaningful industry comment



## approach

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

- Credentials creation
- Thought leadership initiatives
- Headline creation
- Topical comment programme
- Proactive media relations

The project subsequently evolved and we became fully immersed in a Communications Strategy Development project



## result

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

- 29 pieces of coverage in key press within the first 6 months
- Regular by-line coverage positioning the Managing Director as a thought leader in the industry
- As a result of the PRessence consultancy programme we have helped to create clearly, defined messaging which articulates, differentiates and substantiates
- Opportunities within regional publications were highlighted and coverage was secured in both print and broadcast media



## verdict

“We have been incredibly pleased with Emmett & Smith and the implementation of our PR campaign and over the past year we have seen a notable increase in brand awareness. The company’s enthusiasm, dedication and hands-on approach have produced effective, relevant results, time after time. We are eager to see where this dynamic form of PR can take us as we grow as a business”.

- Communications strategy development
- Campaign planning
- Exemplary implementation

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