

case study

industry: interpreting services



task

- To raise brand awareness with a strong focus on the healthcare, government and commercial sectors
- To position Language Line Services as a subject matter expert within key trade publications
- To raise awareness of the benefits of using the services of Language Line



approach

In order to address the PR objectives, Emmett & Smith designed and delivered the following activities:

- Communications Strategy Development
- PRessence™ messaging workshop and Messaging Router™
- Editorial campaign
- Professional networking
- Crisis planning
- Proactive media relations

result

Exemplary implementation of the campaign has resulted in feature length coverage in the target publications. Specific results include:

- Created brand loyalty amongst existing customers
- Established Language Line Services as an authority in the interpreting and translation arena
- Publication of target readership case studies including Police Professional, BMA News, Health Service Journal and Emergency Nurse



verdict

“We are continuously impressed with the enthusiasm and proactive approach of Emmett & Smith. They have created a PR campaign which is perfectly aligned with our objectives and with their support and dedication; has helped to create pathways to upper management of existing and prospective customers.”



- Communications strategy development
- Campaign planning
- Exemplary implementation

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