

case study

industry: customer management



task

- To raise brand awareness and re-establish SITEL as an industry presence
- To position SITEL as a recognised leading international contact centre service provider
- To develop and integrate SITEL's key messaging throughout all Marketing and PR communication material



approach

The utilisation of our Campaign Planning and Exemplary Implementation expertise results in a successful PR programme for SITEL which includes:

- Editorial PR programme
- Headline creation
- Proactive media relations
- Credibility creation activity
- Thought leadership initiative
- Topical comment programme



result

Proactive Media Relations and Thought Leadership activities generated exceptional interest in SITEL among the company's core and vertical publications. This interest resulted in:

- 11 by-lined feature articles in core industry publications and vertical media.
- Publication of 5 customer case studies
- 10 media briefings with core journalists as a result of synopsis distribution
- Re-established SITEL as an industry voice and credible media contributor



verdict

"Working with Emmett & Smith has been a good educational process that has taught us how a thorough PR process should work; we now have a clear understanding that PR does not occur in a vacuum. Emmett & Smith is also accountable for all of its work and always keeps us on our toes by being consistently proactive at all stages of the campaign."

- Communications strategy development
- Campaign planning
- Exemplary implementation

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