

case study

industry: e-learning

LINE

task

- To educate audience that e-learning investment only works with meaningful engaging content and that technology is not an end in itself
- To raise brand awareness
- To establish client as an authority on e-learning content development



approach

Emmett & Smith developed a programme which enabled it to implement high level Headline Planning in order to rapidly secure National Press coverage and recognition while building professional trade press profile through pro-active Media Relations. The Campaign Plan includes:

- Communications & press
- Strategic review
- Editorial PR programme
- Speaker bureau
- Sales consultancy
- Pro-active media relations



result

Piers Lea, CEO, was positioned as an industry commentator and regular feature-length coverage enabled the company to punch above its weight. The programme delivered:

- Dramatically increased profile from zero to 70+ pieces of coverage in 9 months
- Opinion pieces placed on a monthly basis
- Interviews secured on a monthly basis - including FT, Guardian and Times
- Identified and secured speaker opportunities at industry events
- Sales leads generated resulting in new business contracts



verdict

"Emmett & Smith has proved it is able to not only grapple with the hugely complex marketplace, but deliver high quality coverage within it."

- Communications strategy development
- Campaign planning
- Exemplary implementation

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