

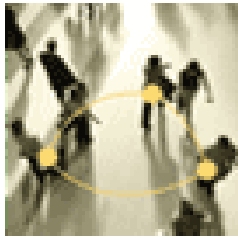
case study

industry: information management/e-learning



task

- To raise awareness of Simulacra's consulting services
- To communicate that Simulacra creates online services that deliver information in a way that matches how users will make sense of it
- To generate publicity related to new project wins, site launches and events



approach

Our Campaign Planning and Exemplary Implementation expertise provided an incisive, meaningful and fully integrated PR programme including:

- Headline creation
- Strategic media programme
- Credibility creation activity
- Event publicity
- Thought leadership initiative
- Topical comment programme



result

Aggressive Media Relations and Headline Planning produced high impact, relevant coverage and resulted in a heightened awareness of Simulacra and its solution portfolio, providing vital support for the sales process. Results included:

- Improved communication between Simulacra and its target audiences
- Journalists have a better understanding of Simulacra's positioning
- Positioned Simulacra as an expert in the information management sector
- Interviews secured with core press for key content management exhibitions



verdict

"Working with Emmett & Smith has raised our awareness and understanding of the importance of the press. It has also made us focus on it internally and has been fun as well!"

- Communications strategy development
- Campaign planning
- Exemplary implementation

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