

# case study

industry: energy



## task

- To showcase AREVA T&D's successful relationships/projects in order to demonstrate why it has been the UK leader for the past five years
- To articulate AREVA T&D's points of difference to distinguish it in the face of aggressive competitive behaviour
- To create a platform from which AREVA T&D's spokesperson can contribute towards and influence the agenda either commercially, politically or ethically



## approach

In order to deliver the PR objectives E&S designed an editorial campaign which encompass the following activities:

- Headline planning
- Credentials creation
- Thought leadership programme
- Case study development
- Proactive media relations



## result

Regular by-lined feature length coverage has been achieved in the leading energy and engineering publications. Results include:

- 3 double page spreads in the IET's official magazine, Power Engineer (now known as Engineering & Technology)
- Reinforced AREVA T&D as leaders in energy transmission and distribution technology
- Demonstrated AREVA T&D's commitment to renewable energy through success stories in significant offshore wind projects, i.e Barrow and Robin Rigg. By-lined feature coverage in government, education, charity, health and national press



## verdict

"The trust and confidence we have in Emmett & Smith's ability to continue to drive our campaign forward can not be underestimated. Their tenacious approach and commitment is exemplary and guarantees that we are always in the minds of the journalists".

- Communications strategy development
- Campaign planning
- Exemplary implementation

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