

# case study

industry: training



## task

- To claim share of voice
- To build brand awareness
- To illustrate world class development capability and the relevance of experiential learning to leadership development in the modern business world
- To distance Brathay from 'Outward Bound' connotations



## approach

We adopted a staged approach during the Campaign Planning process to enable Brathay to assess the value of PR to its business plan. The project subsequently evolved and we became fully immersed in a Communications Strategy Development project. The Campaign Plan now includes:

- Editorial PR programme
- Knowledge audit
- Communications strategy review
- Customer, prospect and competitor research
- Campaign Plan
- Action Plan
- Strategic networking



## result

Aggressive Media Relations and Headline Planning delivered specific coverage. The Campaign Plan enabled the client to assess the significant contribution that integrated PR could contribute to its business. Specific results include:

- Concise, incisive regular by-lined feature coverage in core publications
- Case study strategy demonstrating world class capability
- Greater understanding of the benefits of experiential learning programmes in continuous professional development amongst press
- Increasingly distanced 'Outward Bound' perceptions amongst media – stage two is to propagate the message amongst purchasers



## verdict

"Since working with Emmett & Smith I have found they deliver exactly what they say they will deliver."

- Communications strategy development
- Campaign planning
- Exemplary implementation

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