

case study

industry: culture & language training



task

- To showcase Communicaid's unique strengths specifically amongst the HR and training community
- To illustrate its value and demonstrate the commercial contribution it makes to its clients
- To build trust amongst prospects and suspects through brand awareness
- To create authority through meaningful thought leadership industry comment and expert showcase



approach

In order to address the PR objectives, a bespoke editorial campaign was designed which included the following activities:

- Headline planning
- Proactive media relations
- Editorial PR programme
- Thought leadership initiative
- Media briefings
- Topical comments



result

Consistent and extensive coverage in target press including regular feature length contributions. Specific results include:

- By-lined feature length coverage in pinnacle titles such as Training Journal, HR Director and Training & Coaching Today
- Case study strategy demonstrating world class capability
- Opinion pieces regularly placed
- Identified and secured speaker opportunities
- Successful press tour with key trade press growing familiarity with the brand and expertise



verdict

"Emmett & Smith has demonstrated that frequency of high quality coverage in specific press is achievable when the right process, knowledge and content are deployed. We have used the editorial coverage both to support our sales initiatives and to enhance our web ranking."

- Communications strategy development
- Campaign planning
- Exemplary implementation

Market Towers
No 1 Nine Elms Lane
London
SW8 5NQ

T • 020 7819 4800
F • 020 7627 0134
E • info@emmettandsmith.com
W • emmettandsmith.com

accountable • effective • evocative