

case study

industry: payment processing



task

- To reinforce CyberSource's reputation as thought leaders in payment and fraud prevention
- Secure and maintain potential and current customer mindshare
- To integrate messaging across all communications channels
- To gain a better understanding of the UK market place



approach

Our Communications Strategy Development and Campaign Planning expertise provided an incisive, meaningful and fully integrated UK PR programme including:

- Market intelligence
- Marketing design & integration
- Headline creation
- Strategic media programme
- Credibility creation activity
- Event media relations support
- Thought leadership initiative
- Topical comment programme



result

Emmett and Smith has heightened awareness of CyberSource and its solution portfolio, providing vital support for the sales team. Results included:

- 37% of CyberSource coverage consisted of by-lined feature length coverage - compared to its competitors who only received between 0 - 12%
- Sales team noted the positive effect PR had on the sales process
- Sales collateral aligned with company messaging presented a stronger brand
- Market intelligence gave CyberSource sales team a clear view of the opportunities and threats



verdict

"Emmett & Smith's strength lies in its ability to drive campaigns. Their pro-active approach means that opportunities are never missed. They have offered consistently good advice and their constant support has been invaluable to the successful delivery of CyberSource's PR campaign"

- Communications strategy development
- Campaign planning
- Exemplary implementation

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