

case study

industry: retail



task

- To re-introduce the IP name to the UK market having traded under its US parent's name for several years
- To support the company's aggressive expansion in the UK and Europe
- To assist with the introduction of new and evolving technology into the marketplace
- To position Island Pacific as a recognised leading retail solutions organisation



approach

Our Campaign Planning expertise ensured an incisive and meaningful PR programme for the UK operation of Island Pacific which included:

- Market intelligence
- Press audit
- Headline creation
- Strategic media programme
- Credibility creation activity
- Event media relations support
- Thought leadership initiative
- Topical comment programme



result

Aggressive Media Relations and Headline Planning produced the high impact, highly relevant coverage in the company's principle press. This has heightened awareness, understanding and appreciation of Island Pacific and its solution portfolio. The Campaign Plan made it possible for Island Pacific to leverage a modest budget to punch well above its weight. Results included:

- Regular by-lined feature articles in core industry publications
- Publication of high profile retail sector case studies
- Organisation of media briefings with core journalists at key industry events



verdict

"We have been incredibly pleased with Emmett & Smith and the implementation of our PR campaign and over the past year we have seen a notable increase in brand awareness. The company's enthusiasm, dedication and hands-on approach have produced effective, relevant results, time after time. We are eager to see where this dynamic form of PR can take us as we grow as a business."

- Communications strategy development
- Campaign planning
- Exemplary implementation

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