

# case study

industry: payment processing/fraud prevention



## task

- Awareness programme to establish CEO as credible thought leader in the payment processing and fraud prevention industry
- To secure a national media communication platform



## approach

Our Campaign Planning and Expert Implementation expertise provided a very focused and meaningful PR programme including:

- Credentials creation
- Strategic media programme
- Thought Leadership initiative
- Case study articles
- Topical comment programme
- Forward planning



## result

Aggressive programme produced high impact coverage raising awareness of Retail Decisions and its solution portfolio. Achievements included:

- Financial Times front page plus extensive coverage in The Daily Telegraph, The Independent on Sunday, The Daily Express; prime time BBC broadcast news
- Over four months Emmett & Smith delivered outstanding value for money and excellent ROI based on the coverage achieved in the national press
- Through topical comment pieces Emmett & Smith positioned Carl Clump, Retail Decisions' CEO, at the heart of industry debates



## verdict

33 pieces of coverage have been achieved with an advertising equivalent value in the region of £250,000.

- Communications strategy development
- Campaign planning
- Exemplary implementation

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