

pressenceTM

accountable

effective

evocative



what is it: **PREssenceTM** is a brand positioning programme that comprises consultancy and workshop activities. the programme is designed to capture and evidence a business' critical competitive differentiator in a way that is both commercially compelling and credible.

deliverables: **MessagingRouterTM** which identifies:

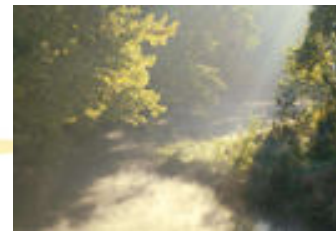
- messaging platform
- portfolio and presentation capability
- tangible competitive advantage
- operational principles

content: an interactive process designed to build meaningful and incisive messaging by:

- re-evaluation of business model; drivers and challenges
- competitive mapping and negotiation of unique market positioning
- identifying credible substantiation criteria
- messaging evaluation & statement refinement consultancy

cost: on application

who is it for: pr, communications and marketing managers, heads of department in marketing, sales & operations.



about us: emmett & smith delivers projects which are accountable, effective and evocative, based on proven business practices and principles. it is **accountable** because emmett & smith operates a transparent pricing policy. there is no retainer. it is

effective because our project management systems and processes ensure that campaigns are delivered and expectations exceeded. it is **evocative** because our approach makes businesses reevaluate how they use pr and the benefit they expect to receive from it.

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