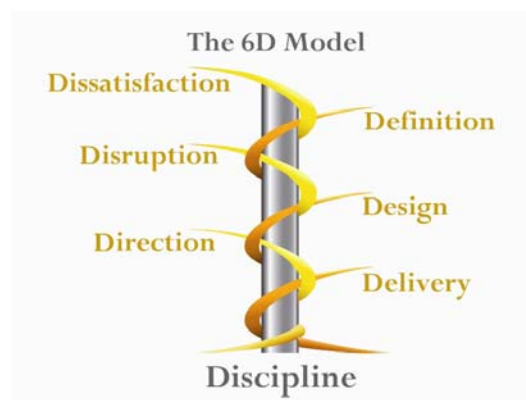


## **EMMETT & SMITH'S 6D MODEL DELIVERS PROVEN RETURN ON PR INVESTMENT**

Integrated Public Relations consultancy Emmett & Smith Ltd presented its '6D Model' for the creation of effective integrated PR for the first time, at the Ritz Hotel.

The 6D Model comprises Dissatisfaction, Definition, Disruption, Design, Direction and Delivery. Lorraine Emmett, Managing Director of Emmett & Smith opened with an analysis of the root causes of Dissatisfaction with the PR industry and proposed a new Definition for the role



of PR providing it with a meaningful commercial context, stating 'the role of PR should be the creation and Delivery of tangible competitive advantage'.

Lorraine explained, "We have been developing, refining and utilising the 6D Model over the last two and a half years. It is not a conceptual model; it is a proven business tool for securing tangible competitive advantage through Public Relations, as our clients' case studies demonstrate."

The need for Disruption to initiate change and the press perspective was presented by Jerome Monahan, freelance journalist and regular contributor to the Times & Guardian newspapers. The seminar then moved on to look at how to Design and implement integrated PR programmes that Deliver competitive advantage. This section was presented convincingly in case study format by two of Emmett & Smith's clients - Brathay, a people development organisation, and Zirkon Ltd, a contract electronics manufacturing company. Both case studies demonstrated the tangible commercial benefits which had been secured from Emmett & Smith's integrated PR approach.

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Sarah Gavin, also of Emmett & Smith, went on to explain how appropriate Direction will secure willing and effective supply chain collaboration amongst communications partners. Finally Lorraine returned to centre-stage to talk about Delivery and specifically to present the six key tangible results that businesses can expect from an integrated PR approach including; increased revenues, improved market penetration and more successful merger and acquisition activity.

The event, entitled 'a morning of discipline', was attended by senior level delegates intimately involved with and ultimately responsible for the success and reputation of their organisations. The presentation prompted a lively and interesting debate and the event overran by some considerable time!

The speakers highlighted that the PR industry as a whole has engaged in a debate over many months about its responsibility to show return on investment, to be accountable and deliver campaigns that meet client objectives and help them achieve business goals. Lorraine also claimed that over time PR has evolved a victim culture in which there is a fundamental fear to pioneer, to explore and develop new ways of working which will benefit the businesses that invest in it – the blame for which has been placed on a lack of industry confidence resulting in questionable strategic development. Lorraine stated that it is also due to the commodity purchase culture adopted by many client companies, depressing margins and discouraging investment by consultancies.”

With the creation of its 6D Model, Emmett & Smith has chosen to take the helm and address these issues head on. Its efforts have been welcomed by organisations looking for tangible competitive edge; Anne Perry, PR Manager of Easynet commented; “It is a sound methodology and it’s good to hear of a PR agency working so hard to integrate with its clients businesses. I admire Emmett & Smith’s integrated approach to PR and strong corporate culture; which certainly comes across well via the various communications I have had with the company.”

This is the first in a series of events planned by Emmett & Smith which will look at the evolving role of Public Relations and its function as a powerful business driver.

**ENDS**

**For more information contact:**

Lorraine Emmett via email at [info@emmettandsmith.com](mailto:info@emmettandsmith.com) or visit Emmett & Smith’s website [www.emmettandsmith.com](http://www.emmettandsmith.com)