

“ I have worked with Natalie and her teams at three different companies over the past eight years. She brings an extremely high level of competence to Public Relations which I have come to depend on; results orientated and very focused on the task at hand. Great communicator and an asset to any team.

**Tony Sumpster, Executive Vice President,
TOWER Software (now part of HP Software)** ”



CLIENT CASE STUDY

TOWER Software

Australian-owned TOWER Software was an electronic document and records management (EDRM) vendor.

The brief:

To strengthen the Company's status as 'thought leader' and boost its news output. Also, to deliver compelling collateral for use across the sales and marketing mix.

The answer:

To support the ongoing PR programme, we ran a headline-driven research project. Using its time-served issues-based formula, over 250 interviews took place among PC users across the UK and Republic of Ireland about document/file/email management practices and the consequent outcomes relating to: compliance, customer service, efficiency, security, office relationships, bad publicity, breaking laws and regulations and staff dismissals to name but a few. The PR team used the findings to draft a series of press releases, by-lined articles, generate press interviews and letters to editors.

The research alone generated over 120 pieces of positive, good quality coverage in a six month period alone. With an estimated advertising value equivalent of £206,500 over the same period, the project paid for itself several times over. From live interviews on BBC Southern Counties and Colourful Radio to cuttings in mainstream technology titles such as Computing, IT Pro and IT Week. The news also had appeal in key vertical press such as Accountancy, Compliance Executive, Pharmaceutical Marketing, Public Servant. There was channel coverage such as IT Reseller and Comms Dealer, and more 'consumer' facing pieces such as The Reading Post, Yahoo News, My Business and Harpers. There was news pick-up in Australia, the USA and parts of Northern Europe, and the Company was so pleased with the results it later ran the same survey for The Netherlands and Nordics.

For more information:

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