



CASE STUDY

Shouting louder across Europe

Our proactive communications campaign for Brother International Europe is giving the brand a stronger voice across 22 different countries – and saving time and money.

Challenge

Printer and multifunction centre manufacturer Brother is a leading technology brand operating in a fiercely competitive global marketplace.

Working with Brother Europe's central team – the hub for all pan-European communication – our challenge was to share key brand and product messaging with PR and Sales teams in 22 countries, giving greater consistency and impact to external communication.



Activity

We created:

- Digital PR Toolkits – including press releases and photography – to help PR colleagues gain media coverage
- Talking Points – digests providing up-to-the-minute market research, trends and product information to Sales colleagues to support customer dialogue

Results

- Improved media relations activity across Europe, with consistent messaging around key product launches
- 90% of PR colleagues across Europe said the PR toolkits were of genuine benefit to their work
- Efficiencies – providing central materials reduced the duplication of effort by individual countries

“For the first time we have a bespoke suite of communication tools and materials that work across Europe – delivering measurable results.”

Antony Peart, European Advertising and Communications Manager

www.brother.eu