



EMG

‘The Power of Together’ Full Campaign Strategy, Creation and Implementation



Bubble Agency worked on a hugely successful large-scale rebranding strategy and implementation for CTV and Telegenic – both very well known OB brands that merged to form EMG.

ABOUT EMG

EMG is a leading provider of broadcasting and audio-visual services within the European market. The Group combines unique know-how and world-renowned expertise to master the entire value chain from image creation to distribution. New-media driven, EMG is a valued partner for major international events, including sporting (Tour de France, Ryder Cup, FIFA World Cup, UEFA European Championships and Formula One), live shows (Eurovision, MTV Awards, BRIT Awards and Royal Events), and entertainment-based shows (The Voice, Masterchef, The X-Factor). EMG has a diverse range of studios and one of the largest fleets of mobile trucks in Europe.

PROJECT OUTLINE:

CTV and Telegenic were seeking to join forces like never before. Two great names under a single identity, EMG. They approached Bubble to consult and advise on the entire process, which also included strategizing and planning the rebranding process. Thereafter Bubble worked on the implementation of their rebranding strategy.



Bubble Services Included:

Branding:

- Rebranding consultancy and strategy with timelines, budgets and actions across the marketing spectrum
- Messaging workshop and creation (this laid the foundations for the campaigns to follow)
- Full budget management across the entire process
- Interior design, via a consultant, across all of the site and buildings
- Worked with EMG fleet management to carry out new branding on OB trucks

Marketing:

- Video creation: full production including script writing, voiceover, storyboard, videography and post editing.

View video here >>

- Plan of action to move over existing social media platforms (CTV and Telegenic) to EMG
- Creation of new social media accounts
- Planning and creating social media content for the launch, and executing them in order, on time, and on brand
- Creation on two new websites (one for the UK and one for the USA)

EMG UK website >>

EMG USA website >>

- Planning and managing advert placements for the launch within key industry publications (across print and online) - Broadcast, Televisual, Sports Pro
- Managing, ordering and organising branded merchandise

Communications:

- Planning the cadence for communications to all stakeholders (different client groups, staff and press)
- Implementing the email communications to all stakeholders which included writing the communications, designing and programming the communications, sending them out and reporting on results

Events:

- Full management and complete organisation of the three launch events named below. This involved managing the invite and RSVP process, writing of presentations, dealing with all vendors and suppliers involved, creating agendas, organising speakers, arranging and carrying out trial runs, and much more:
 - Staff launch event (which took place at their HQ)
 - Press launch event
 - VIP customer event

PR:

- Wrote full PR plan including strategy around exclusive/early calls and press meetings
- Organised and attended one to one calls with key press and different EMG staff i.e. SVG with Directors of Golf
- Organised and attended full press event at EMG offices - 10 press attended presentation, tour of trucks and facilities, followed by a lunch with all senior executives
- Wrote and distributed press release to global industry press

RESULTS

The whole process from branding consultancy to implementation across PR, Marketing (both digital and non-digital), Communications, Events and Social Media was hugely successful. The Bubble team thoroughly enjoyed working on this project and the client had nothing but praise for the precision, efforts, creativity and preservation that went into this tremendously successful campaign.

SUMMARY:

When a company gets their rebranding right, it can boost their image for the better, raising brand awareness and increasing sales.

Rebranding can provide a great space for a company to reinvent themselves and to revisit the direction the company is going in.

We are delighted to have been key active drivers of this journey for EMG and continue to work with them monthly on their national and European PR, as well as social media.