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Imagination Technologies

Introduction

Imagination has made its name as a leader in providing high quality graphics technology for gaming and, recently, for mobile devices. Its entry into digital radio technologies produced PURE Digital, a now highly successful brand of DAB radios.

Objective

Imagination does the majority of its PR in-house in the UK, for both technology trade media and consumer PR for the PURE brand. However, when it came to requiring more exposure for the company's graphics and mobile TV and radio IP, the company's Head of PR David Harold approached EML for assistance.

Strategy

Following discussions with EML director David Marsden and colleagues, David Harold decided to opt for a press tour across the company's key target markets. For this tour, EML used a selection of hand-picked agencies that were judged to be most appropriate to Imagination's needs.

EML selected agencies in Korea, Japan and China, with Taiwan handled directly by EML. David Harold commented, "In addition to the agency's technology heritage, EML came with visible experience and credentials in this region. We see Asia as diverse in many ways but it is a crucial area in terms of market size and potential. We needed guidance on how to approach the market in PR terms and

looked to EML for help." Imagination has a solid history of relationships with key Asian electronics companies, in addition to some recent very notable ties to major names such as Texas Instruments and Intel, and EML ensured that the agencies recruited to plan the tour in their territories, could understand and convey the importance of these relationships. David Marsden commented: "Imagination has a very technical message to take to certain technology trade publications in the region, but the company also needs to reach beyond this media to broaden its awareness and appeal to a wider audience." Marsden continued, "It was essential that we recruited agencies appropriate for this task – able to handle





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Imagination's advanced technologies for graphics and digital TV and radio, but also able to convey the company's proposition to a more general audience."

Results

"EML's professional management of the network of agencies and in handling the tour in Taiwan ensured it all went smoothly with excellent initial results. We spent two weeks on the road meeting with the press in each territory - it is important that we get the most of our time and our investment there. EML did not disappoint and we were very happy with how well each of the events was managed."
David Harold, Imagination.

Following the success of the first press briefings, a year later Imagination recruited EML to organise a follow up press tour which achieved comparable results.



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TECHNOLOGIES