

Case Studies



“Smye Holland Associates’ results-oriented approach to media relations has helped us to set measurable objectives for press coverage and then to monitor our progress towards achieving these. It means our media relations activity is sharply focused on supporting our business.”

Martin Brown, managing director, The Greenery UK



“grower-owned Dutch company which supplies fruit and vegetables to most of the UK’s major retailers”

The Greenery is a grower-owned Dutch company which supplies fruit and vegetables to most of the UK’s major retailers. It has an annual turnover of around 1.9 billion euros and employs about 1,700 people worldwide.

Smye Holland Associates provides media relations services to The Greenery in the UK. We produce press releases, ‘ghost write’ articles and arrange press briefings and interviews to secure coverage in key trade journals as well as in more general business publications and the national media.

Each press release or other media communication is carefully managed to ensure that it is delivering The Greenery’s key messages to the audiences which are of critical importance - particularly buyers and managers in the major supermarkets. We have led internal ‘brainstorming’ sessions to develop creative ways of framing and delivering those key messages.

A measure of our success is that The Greenery has introduced us to other Dutch organisations seeking media coverage in the UK.