

Case Studies

choices uk

ChoicesUK supplies DVDs, games and music to libraries and stores which rent or sell them to consumers. It is a market leader in the convenience store sector and supplies garage forecourt shops and specialist entertainment stores across the UK.



With the demise of other home entertainment providers ChoicesUK felt it was important to show its customers and suppliers that it is a stable business that is investing in the future. Smye Holland Associates works to raise the profile of ChoicesUK within its key media and helps the organisation to communicate with existing and prospective customers.

We provide traditional public relations services such as drafting and issuing press releases as well as offering consultancy and guidance in other areas of PR and marketing. Using this combined approach we provide ChoicesUK with a flexible media relations campaign to help meet its objectives.

As a consultancy we specialise in working with businesses that are selling to other businesses, helping them to boost sales and profits. Working with clients in the fast-paced retail industry provides challenges that are unique to this sector of B2B marketing and we offer a high level of expertise to ChoicesUK and our other clients that sell to retailers.

“Smye Holland Associates helps us to raise our profile within the media and show our customers that we are still here and are stronger than ever. It achieves excellent results and I have always been impressed by the breadth of its knowledge.”

Martin Brown, Managing Director, ChoicesUK