

Case Studies

hendersonbrown

When the former managing director of a Dutch-based fruit and vegetable supplier wanted to launch his own recruitment company, he turned to Smye Holland Associates for help.



“ We appointed Smye Holland Associates because, having worked with the company in the past, I knew it could deliver real results for us. ”

Martin Brown of Henderson Brown

Newly-formed company Henderson Brown was created with the aim of shaking up the world of recruitment in fresh produce, horticulture and related businesses. It already had its launch strategy planned but needed some help implementing it, so it turned to Smye Holland Associates to provide media relations support.

Smye Holland Associates set to work writing press releases targeted at media not only in different sectors but also in different countries. We translated

the releases into Dutch and issued them to media in the Netherlands. We also drafted an article and arranged for it to appear in an HR journal.

Getting the message out to candidates and clients required an effective publicity campaign. By working together we helped create a strong brand for Henderson Brown as a recruitment company that really is different from most others in the market.