

Case Studies



“Smye Holland Associates is responsive to our demands and goes the extra mile to make sure that our media relations needs are met. They work hard to raise our profile and we have seen the results of that coming through in the media coverage that we receive.”

David Dickin, business development director,
Prism Electronics.

Established in 1990, Prism Electronics provides modest volume electronics manufacturing services to companies that produce electrical and electronic equipment. The company specialises in providing services to high-tech industries as well as to the military, medical and scientific sectors.

Smye Holland Associates assists Prism with its marketing and media relations requirements. We have successfully maintained Prism's profile in its target media through a programme of traditional media relations. This includes liaising with Prism and its staff to identify news worthy press stories and drafting press releases, 'ghost writing' feature articles and media monitoring.



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In addition, we help to produce a company newsletter which is circulated to customers and potential customers to keep them informed of technological developments and Prism's expanding capabilities.

We also developed a direct marketing campaign for Prism, providing services that included copy writing, database management and sourcing original artwork. We liaised with Prism customers to obtain testimonials for use in the campaign and as the basis for media stories.