

### PR brief:

- Launch GMI in the UK and then roll out across Europe

### Objective:

- Create and build awareness among marketing media and business media, especially national newspapers

### What we did:

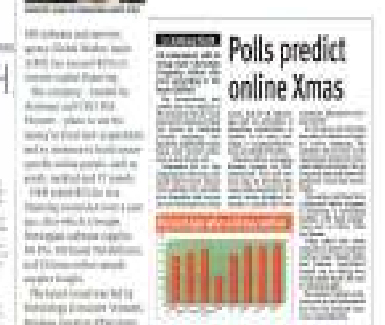
- Identified newsworthy issues with a marketing angle for GMI to poll and to generate coverage in marketing media and relevant verticals
- Created the 'Nation Brands Index' to communicate the message that GMI's solutions can carry out polls globally
- Created news and views stream for market research media
- Developed an EMEA campaign executed by a GBC PR team based in the UK, Germany and France, plus members of GBC Embrace. The team was centrally coordinated from London and liaised directly with GMI corporate in the USA
- Created content including releases, opinion pieces and e-Shots based on polls
- Wrote opinion articles and letters to the editor. Topics included the marketing of the World Cup; celebrity marketing; environmental politics; consumer electronic brand power; customer call centre rage and Christmas retail trends

### Results:

- Coverage grew from 40 UK pieces during the first six months to 70 pieces per country after 18 months
- 393% overachievement of results over a three year period
- Coverage included target titles in business media e.g. The Financial Times, The Daily Telegraph, Le Monde, Süddeutsche Zeitung, Berliner Zeitung and prime-time broadcast media



Investors pump \$35m into Monster's GMI



© According to a new — and seemingly purpose-free — report by Ashelf, Nation Brands Index, Iran has one of the worst brand images of any country on the planet. For North Korea, Iraq and Afghanistan this will doubtless be an enormous relief.

