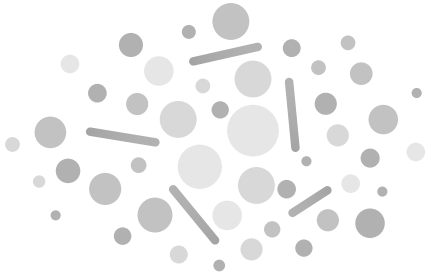


Tying Loose Ends with Messaging and Position:



THE PROBLEM

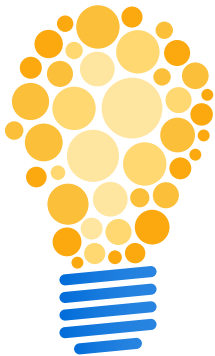
Yashi, a location oriented supply side platform, was one of the more innovative companies we had seen operating in advertising. Outside of a unique and differentiated product, their millennial based team had accomplishments across the board with a leadership team comprised of unsung heroes.

Even with many accomplishments however, their marketing was deeply flawed. Their visibility was far below companies that had less to offer with a confusing position and messaging. Even when exciting news was to be had, orchestration was poor, loose ends went untied and this affected the strength of the brand. When Yashi came to Emerging Insider they had been working with a differing agency. An agency that left far too many loose ends untied to weave a cohesive story.



THE STRATEGY

Emerging Insider was tasked with communicating a new set of a messaging for a brand that had went astray. We went to work repairing the damage from the past PR firm. We engaged the journalists who had been left hanging, re-targeted audience segments, and aligned messaging with the position the company needed to take.



THE RESULTS

Yashi began to receive the visibility they deserved for their accomplishments. From pushing product information to the market, to seeing them through the acquisition of their company, Emerging Insider helped bring their strengths and accomplishments the recognition they deserved to the audiences that mattered.

THOUGHT LEADERSHIP

Every week, our team helped place new pieces of thought leadership in targeted publications. This was in addition to a range of event speakerships, award pitches and analyst relations.

MEDIA PLACEMENTS



Broadcast and Cable as well as 50 other publications—locally, regionally, nationally and internationally.

To find out how we can help your company, please contact creative@emerginginsider.com