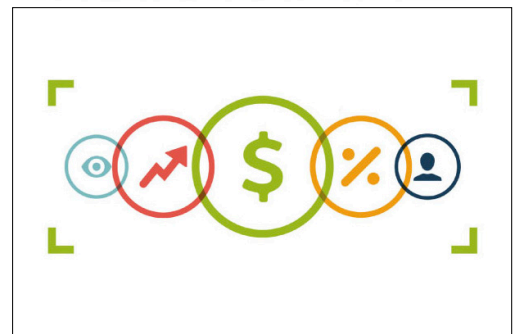




MulberryMC *Making business to business personal*

PRICER

Global thought leadership positioning



Challenge

Pricer, a French electronic shelf label (ESL) provider, wanted to increase its profile in key European countries and the U.S.

Strategy

Establish a coordinated and international PR campaign focused on the U.S., UK, France, Germany and the Nordics

Create an international account team consisting of a global strategist, global coordinator, and regional media relations managers and writers with local knowledge and responsibilities

Establish internal knowledge share platform to ensure materials and best practices are shared across borders

Results

Achieved 3x ROI (measured by Ad Value Equivalency) in the U.S. and 6x ROI in Europe

More than doubled the number of Pricer LinkedIn followers and quadrupled its Twitter follower base in 12 months

Achieved monthly press coverage in trade media in all key markets

Established relationships with key U.S. and European industry analyst