



PREDATAR

# EVOLVING THE BRAND

CASE STUDY



ec-pr

Communicate with conviction



## Background

Predatar delivers a business automation platform and framework that enables value added resellers (VARs) to rapidly evolve into profitable and sustainable managed service businesses. A visionary leader with a strong interest in marketing communications, Alistair Mackenzie has been instrumental in the development of the Predatar brand as an enabler to the transformation of Silverstring where he had been MD.

## Problem

Alistair needed to find a way of building an understanding of the Predatar concept and articulating the vision, whilst increasing awareness and engagement within the target audience.

## Solution

Alistair asked EC-PR to design and deliver a brand awareness campaign that would build credibility within the IT channel – specifically, ambitious CEOs of Value-Added Reseller businesses looking to evolve into a Managed Service business, at speed and scale. The campaign would introduce Predatar focusing on the pain points of a business transformation strategy. The six-month awareness programme was to include two round tables, a white paper, LinkedIn articles and thought leadership.

## Outcome

“EC-PR has really focused in on understanding the business and it quickly became apparent that this wasn’t just about building brand awareness – we needed to have absolute clarity around our value proposition and our messaging throughout the different stages of the buying cycle. EC-PR helped us to formulate this which was instrumental to ensuring the awareness campaign was aligned and laser focused on our target audiences. Tenacious and challenging coupled with a great spirit, Lorraine and Liz are committed to raising the bar and delivering a PR programme that is dynamic and impactful.”



**VISIBLE – VALUED – UNDERSTOOD**

## The EC-PR leadership team



**Lorraine Emmett,  
Managing Director**

Director and Founder of EC-PR, with 27 years in B2B PR, Lorraine spent her formative professional years at the award-winning Saatchi group working on global consumer advertising brands. Here, she learnt about the principles of persuasive communication from the best practitioners in the world.



**Liz Churchman,  
Account Director**

Co-Founder of EC-PR, Liz has 15 years' B2B PR experience, starting her career in telecoms giant British Telecom. Liz joined the PR world in 2003, and thrives on delivering impactful campaigns, using her exceptional understanding of the best customer service practice globally.

# **EMMETT & CHURCHMAN LTD**

[www.ec-pr.com](http://www.ec-pr.com) | [info@ec-pr.com](mailto:info@ec-pr.com)

Head Office: 13 The Causeway, Teddington TW11 0JR  
London Office: 90 Long Acre, London WC2E 9RZ