

Brother

We are responsible for Brother’s UK PR activities and target its business, channel and end user audiences through a variety of tactics such as reviews, research and industry comment

Brother has always had a good presence with resellers and distribution organisations, but we’ve been tasked with increasing Brother’s exposure within the channel media, and improving its communication with all of its existing and prospective partners.

Our approach

The team executes an integrated PR campaign, which combines industry commentary, thought-leadership and an ongoing flow of news targeted at the reseller community. We negotiate regular Q&A and tips slots in leading trade publications, which are complemented with news and hard-hitting commentary on the latest trends in the printer and office equipment market. The team also produces Brother Bulletin, a bi-monthly newsletter for the reseller market, packed with news on the latest promotions and market information that helps resellers to increase their margins and explore new revenue streams.



If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk