

Genesis Communications

Bury-based Genesis Communications was primarily known for its mobile phone packages for business customers. Formerly part of the DSGi Group, the company was bought by ex-Vodafone and Motorola executive Graham Ward, who led a successful MBO in 2007.

Ward has worked with the senior management team to expand Genesis' range of products and services to hosted applications for business, tracking solutions and mobile broadband.

Genesis has enlisted our help to reposition Genesis in the mobile trade, IT, channel and regional press as the expert to turn to for independent advice on unified communication packages.



Our approach

We've delivered a two-pronged campaign, initially focusing on the corporate story of Genesis and securing in-depth profiles for Graham Ward in regional and mobile trade press. This has been supplemented by a flow of issues-based news stories, which focuses on the key business issues that Genesis solutions address, such as fuel efficiencies for fleet managers, improving field sales team efficiency and effective data hosting.

The team also regularly secures expert slots for Genesis spokespeople in the mobile, IT and vertical press, demonstrating thought-leadership and expertise on the mobile and data markets.

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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