



alamy

Client:

Alamy Images (www.alamy.com)

PR Team:

Stewart-Muir Communications (UK)
Graham & Associates (US)

Campaign:

Introduction of Alamy Images, an online image library, in the UK and US.

Budget:

Within monthly retainer.

Alamy is a leading online provider of both specialist and general imagery from the world's major picture agencies and photographers. Founded in February 2001, Alamy provides image buyers with a more personal, tailored and technologically superior portal-style alternative to the established, big players in the industry such as Getty and Corbis.

Objectives:

- Create sticky status for Alamy.com
- Build the Alamy brand in the UK and US
- Increase UK/US buying customers
- Increase number of key prospects
- Educate customers, prospects, staff
- Encourage photographers to contribute to Alamy
- Grow revenues from contributors
- Prompt image libraries to partner with Alamy
- Build & consolidate relationships with complementary vendors

Strategy and Plan:

Beginning with a publishing house tour in February 2002 to introduce Alamy to the target media in the UK, Stewart-Muir Communications (S-MC) progressively built up awareness for Alamy amongst key journalists. This it achieved, and has successfully maintained, through a combination of ongoing PR initiatives including news, features, contributed articles, competitions and covermounts.

Graham & Associates (G&A) customised this campaign for the US—where Alamy had very little brand awareness, particularly among the press. To kick-start the programme, G&A booked an in-person media tour in New York for Alamy's CEO, James West. This worked to immediately introduce Alamy to key US editors, many of whom have since become core champions of Alamy.

G&A then worked to establish a solid base of media outlets that would consistently cover Alamy news, positioning Alamy as an emerging leader with distinct advantages over its larger, slower-to-respond competitors. Coupled with the US media efforts, G&A initiated integrated speaking, awards and contributed article programmes, building a solid foundation for thought leadership and expert commentary.

Nurturing partner relationships with industry players such as Adobe, Apple, Xerox, Softpress and The AIGA was another key component of the UK and US PR campaigns. Joint press releases and competitions, in addition to events and road shows, were used to build the Alamy name through association with more established brands.

Measurement and Evaluation:

The result of these tactics in the UK was a steady flow of coverage across key design, publishing and photography publications including *Creative Review*, *Graphics International*, *Digit*, *MacUser*, *Professional Photographer* and *The British Journal of Photography*, supporting the broader marketing campaign.

In the US, media coverage was secured in the top American design and photography publications including *Graphic Design USA*, *STEP inside design*, *Creative Pro*, *How*, *Photo District News* and *Photo Marketing*.

Result:

As a result of the Alamy launch campaign, registrations to the Alamy site improved dramatically as did the conversion from registration to buyer. The quality of the leads also improved with around half of the weekly registrations counting as strong prospects/key accounts. PR was cited by 40% of new registrations as a main reason for registering, with partner-driven registrations also growing. Sales also increased accordingly and repeat sales escalated dramatically, consistently exceeding objectives.

Eighteen months later, Alamy is still a (happy) retained client for S-MC and G&A, and a known and respected brand in the advertising/design/publishing sectors.