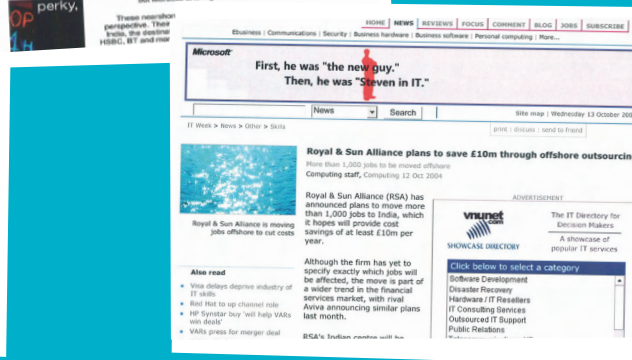




Buffalo
Communications

Who:	
What:	Raise profile of the company
Where:	UK
When:	2004
Why:	Make companies in outsourcing aware of NelsonHall
How:	Thought Leadership Strategy on BPO Services

PROVE IT!



NelsonHall is an impartial research company covering issues in Business Processing Outsourcing. They commissioned Buffalo to undertake their PR due to our extensive experience within the outsourcing community.

Following the results from new reports by NelsonHall, Buffalo constructed opinion pieces and press releases which were well received by key press.

In addition, Buffalo implemented “news-jacking”, using the stories hitting the press on BPO issues and getting the thoughts and comments of NelsonHall placed, along with their forecasts for the future.

- Coverage in A-list publications through submitting opinion pieces, media alerts and press releases.



Buffalo
Communications

Equis adigna aut in volore erosto conulla mcommy nibh eraessim quis ad magna faci tem eu .