

# Full-Media Solutions Case Study

**Gradwell dot com Ltd ([www.gradwell.com](http://www.gradwell.com))**

## CASE STUDY:

Following a decision by Gradwell to enter the pioneering VoIP (Voice over Internet Protocol) market in the UK in 2005, Full-Media Solutions was commissioned to undertake press relations for this Bath-based company which targets SMEs needing to reduce telephony costs by using its low-cost broadband connection.

Full-Media Solutions embarked on the compilation of an easily accessible presspack, and helped update the client's website with case studies.

Jack Ozanne then attended 2 events in which Gradwell participated, and arranged 1:1 journalist meetings.

Positive coverage appeared quickly in journals such as *Better Business*, *What to Buy for Business*, *The Director*, *Sourcewire*, *PC Pro*, *Western Daily Press*, *Bath Chronicle*, *Comms Dealer*, *Comms Business*, and *The Times*.

In addition, Jack Ozanne co-wrote technical/explanatory features with Peter Gradwell, MD of Gradwell dot com, which featured in *Total Business* and the mouthpiece of the British Computer Society, *IT Now*.

In addition it negotiated the appearance of Gradwell in the national research on VoIP and its benefits undertaken - and nationally promoted - by uSwitch. In summer 2007 it produced a promotional video for the client, streamed off its website.

In addition it arranged a "road test" of its equipment by *Net* magazine and helped regularly promote the client's activities on [www.voip4business.com](http://www.voip4business.com) and [www.gradwell.com](http://www.gradwell.com)

A full-page feature on Gradwell appeared in the business section of the *Daily Telegraph* in February 2007.

**For more details, please see**  
**[www.Full-mediasolutions.com](http://www.Full-mediasolutions.com)**

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