

# Communicate your EOT status with pride

Becoming an EOT is a major business milestone, don't forget to celebrate with your people and customers!

As you transition to becoming an EOT you only have a ***small window*** to capitalise on this exciting news - so getting the message out to the right people, in the right way, is critical.

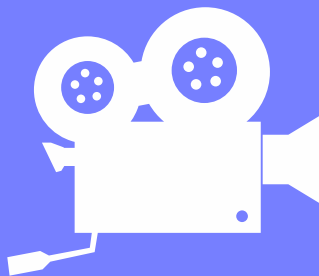
Why not take the pressure off your celebration communications and leave it in our capable hands. As an EOT ourselves here at Purplefish, we recognise the value of simple, concise, celebratory comms that bring your people, your customers, and your prospects on the journey with you.

## The Purplefish EOT celebration comms package includes:

**Press release:** crafting and pitching of a bespoke press release that shares your EOT story across business and trade media relevant to your industry.



**Announcement video:** briefing pack, editing and production of a UGC video for you to share across your digital and social channels.



**Social plan:** A social communications plan to include 4-5 posts during your transition period.



Read more about the impact of our announcement here.

Book a free communications *Springboard session*.