

Hettich International Furniture Brand Partners With CBO

Challenge

Hettich operates as a solutions and hardware systems partner for the furniture and contract industries. CBO has been working for Hettich Italia for 12 years as its PR consultancy and media relations agency, helping the company to build its position in the Italian market. Hettich International is a leading brand in its field, and the agency, working directly with the CEO, supports its presence at important trade exhibitions such as Interzum, LivingKitchen and Sicam Pordenone.

Strategy and Action

Our activity is focused on trade press, with CBO serving as the contact for all projects that involve the press and for many of the company's events. CBO also organizes several press events during exhibitions in Cologne and Milan, promotes the Hettich International Design Award through the main Universities in Italy, has coordinated past advertising campaigns, and organized press trips to the premises of Hettich Italia.

Results

In 2010 CBO supported the architectural project "Overseas Building" of the Archistar Simone Micheli in which Hettich Italia acted as sponsor, during the fair Abitare il Tempo Verona. Activity in 2011 focuses on a massive media relations campaign announcing new products to be presented during the trade show Interzum in Cologne. CBO will also assist Hettich with its presentations to trade customers.

