



PRAM Consulting / Simac Technik: Corporate Magazine as the Company's Showcase

Challenge

This public relations campaign includes the publication of a corporate magazine distributed to Simac Technik partners. The objective is to present Simac Technik and its projects and partners to industry specialists with the aim of building awareness of the company.

Strategy and Action

Regular publication of the OutTalk quarterly, including editing, graphic design, printing, and distribution. The magazine provides information on current events in the company, new employees, partners, and customers, as well as current and upcoming social events. At the same time, the publication serves as a means for supporting partners-suppliers who are presented in interviews, specialized articles, product reviews, and case studies. Editing consists of internal communication within Simac.

Results

The magazine is distributed using a regularly updated database of partners and customers, with a distribution of approximately 1,000 per issue.

The public relations campaign includes press releases, case studies, and interviews with the company management in the media, support for the company's participation in conferences, and the organization of press conferences.

