

Client

Verbatim

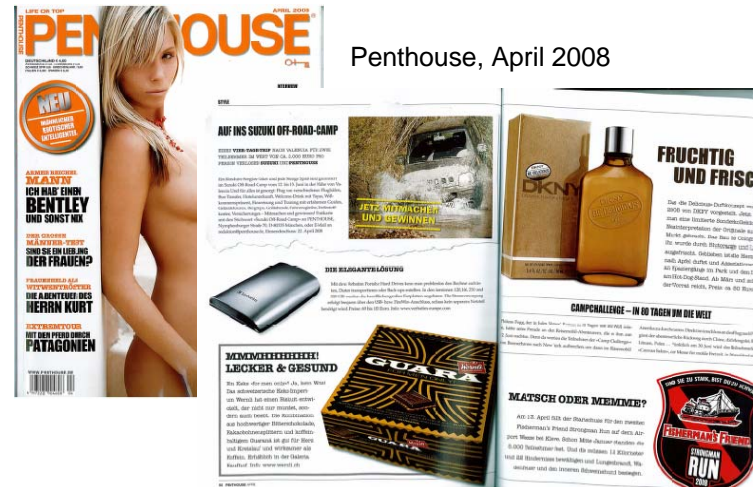


Task

development and realisation of pan-European PR strategy

Implementation

- lead agency and steering role for international partner agencies in 12 countries
- coordination of all media relations and measures
- transparent handling via web based PR platform
- high level of process transparency & effective structure
- successful introduction of consistent pan-European communication



Penthouse, April 2008



Result

- positive media feedback and high visibility (online/offline)
- significant progression of media coverage in specialised press
- successful introduction in lifestyle media