



**WORLD COM**  
Public Relations Group

The local advantage. Worldwide.

## **Coxit Public Relations / Computer Sciences Corporation (CSC) - Norway**

### **Challenge**

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To be a value-adding communication expert for the Norwegian branch of a leading global IT services company, one of the oldest in the world, by establishing and maintaining a leading position in the Norwegian market.

### **Strategy and Action**

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Our strategy in assisting CSC Norway is to apply and adapt global news regarding the company to the Norwegian market in order to exploit the company's strong global position to build a leading local position, in addition to producing and distributing customised local press releases to selective media. Coxit PR has also contributed on design and content of local annual reports and web-banners in addition to producing a video with the famous biker Kurt Asle Arvesen for internal communication.

### **Results**

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Through a long lasting cooperation which goes back to the beginning of this millenium, Coxit PR have assisted CSC Norway in steadily building up a leading position in the Norwegian marketplace.

