



Coxit Public Relations / Visma ASA

Challenge

Gain positive publicity for the largest provider of ERP/ business software solutions and accounting services in the Nordics and the Netherlands.

Strategy and Action

Coxit PR has defined a proactive strategy for how to maintain Visma's leading position in the Norwegian market. This includes integrated and targeted communication in various channels such as the media, customer magazines and web-TV. Press releases are distributed to relevant media regularly and/or exclusively followed-up with relevant journalists. Due to our extensive knowledge of our client and the industry, we take responsibility for the whole process from idea to completion.

Results

The media coverage of Visma has been regular, visible and comprehensive, and customer magazines have received favourable ratings by customers. This has resulted in a long term and rewarding relationship between Visma and Coxit PR.

