



Panasonic / Kick-off events in the Baltics

Challenge

Panasonic was the first consumer electronics company to start intense PR activities in the Baltic region. After winning the pitch, the second challenge for PR Net Baltic was to make the kick-off event in all 3 Baltic countries successful.

Strategy and Action

We organized press events in conference centers to introduce clients to the media, provide a venue for eye-to-eye communication and present the hottest Panasonic products. The events lasted some 2 hours, because Panasonic representatives were able to hold the journalist's interest. After the event, which included an informal lunch and long discussions, the press release was circulated to reach those who could not.

Results

There were 26 journalists at the event held in Vilnius, 19 in Riga and 15 journalists in Tallin.

The most important journalists covering technology in IT supplements, different magazines and TV/Radio shows were present. Also, several journalists working for lifestyle media attended the event. Many journalists submitted requests for testing of some products.

In Estonia, as a follow-up, a journalist interviewed the country manager and show the 103-inch Panasonic plasma on the breakfast tv-show on national television.

The total coverage was more than 100 articles in the press and internet portals. This great start with a simple press event gave us excellent opportunities to create reliable and good relations with media, and to create favorable publicity now and in the future.





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