



HBI helga Bailey / Rockwell Automation

Challenge

Background: Rockwell Automation, one of the leading global suppliers of industrial automation and information solutions for end-users and OEMs, needed their global strategic repositioning implemented in the German market. Focus was on four vertical markets, food & beverage being one of them.

Strategy and Action

HBI's approach was introducing the company and its industry solutions to trade press and build up first media contacts in the publication of the four vertical market's publications. Furthermore, Rockwell Automation's spokespeople had to be positioned to the media as experts in the field.

Results

HBI achieved these results by using not only press releases but by-lined articles and success stories. Rockwell's visibility was increased by exhibiting at trade shows such as drinktec 2005 and BRAU Beviale 2006 and 2007. Additionally, HBI placed ads and advertorials for Rockwell Automation in the focused market's key media. Rockwell is has been extensively covered by media in the targeted vertical market and is now considered as expert in the relevant fields.



PR & MARCOM

Rockwell
Automation

Other Photo

