

Case Story

Client: **Bayer AG**

Period: **1995**

The Task

- Communications support in Hungary, advisory and event organization for Aspirin® celebrating the coming of its 100th anniversary worldwide.

Measures

- Organizing scientific presentation for health professionals inviting representatives of the media as well, at the Hungarian Academy of Sciences;
- Developing VIP and press invitation lists, producing, mailing and follow-up of invitations;
- Developing information folder: translating, adapting and/or writing presentations, background information, press release, photos;
- Writing and distributing press release;
- Media relations.

Results

- Support extensive awareness of the product, strengthen the reputation of the company and confidence in all target segments.