

## Case Story

Client: **Ford Motor Company**

Period: **1995-2005**

### Case 1

#### The Task

- Develop and assist the implementation of the Ford Motor Company Awareness & Acceptance Program (AAP) launched in Hungary in 2003, the year of the Centennial of Ford Motor Company aiming to strengthen FMC's position in the public sector of Hungary;
- To support Ford's leadership associated and standing for:
  - Cultural and environmental awareness,
  - Western ethics and principles,
  - Private initiative;
- To have Ford Motor Company perceived implicitly serving as a catalyst speeding up the integration of Hungary into the western community.

#### Measures

- Community Relations Program
- AAP to strengthen FMC's relations and contacts with the government, independent state institutions and agencies, as well as the political opposition;
- Personal Relations
- Build up and support the public image and positive reputation of the local MD of FMC by connecting him to activities related to education, conservation and cultural heritage, social dialogue, to be perceived as constituent of local leadership.

#### Results

- Strengthening awareness and acceptance at top members of decision-making level, both at government and opposition. Positive feedback in favor of FMC & MD at target leaders.

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Client: **Ford Motor Company**

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Case 2

### The Task

- Position the Ford Motor Company Conservation and Environmental Grants, as its predecessor the Henry Ford European Conservation Awards, as the focal point of the corporate citizenship of Ford Motor Company in Hungary;
- Have Ford Motor Company perceived implicitly serving as a catalyst speeding up the integration of Hungary into the western community.

### Measures

Program management:

- From announcing annual program, inviting applications, through handling whole application procedure, administration and assistance in the evaluation process;
- Organizing the Hungarian jury, and coordinating its annual meeting for selecting local winners;
- Tie-in of the Hungarian Academy of Sciences in Hungary: its president as Patron of the program and two of its academic members to participate in the Hungarian Jury;
- Tie-in of George Habsburg, as Chairman of the national jury from 1995, and until 1998 as Chairman of the European jury.

Government & press relations:

- Press releases, overall communication: production and distribution of press releases, monitoring and follow-up;
- Planning and coordinating the annual National Awards Ceremonies, coordinating VIPs for awards ceremony (i.e. Minister of Environment, Minister of Education to hand over prizes);
- Handling statements campaign signed by key decision-makers in support of the FMC initiative;
- In 1996 the European Grand Prix was celebrated in Hungary. CRSCOM coordinated all aspects of the event taking place in Budapest in the Museum of Fine Arts. At the opportunity CRSCOM organized audiences and meetings for William C. Ford, Jr. with the President of the Republic of Hungary, senior government officials, members of the local business community and the media;
- In 2000, when Hungary celebrated the Millennium of the foundation of the state, the Ford Motor Company Conservation and Environmental Grants celebrated its C&EE Regional Gala in Budapest in the Hungarian Academy of Sciences. CRSCOM coordinated all aspects of the event.

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Case 2 (Cont.)

### Results

- The Ford Motor Company Conservation and Environmental Grants scheme has been strengthening FMC's corporate image and its brand recognition all over Hungary;
- The quantity and quality results of local applications handed in year-by-year ranked Hungary at the top amongst countries participating in the Ford Motor Company conservation scheme;
- Hungary's overall results inclined William Clay Ford, Jr. to celebrate the European Grand Prix in Hungary in 1996, in the year of the Millennium of the conquest of the nation;
- CNN report coordinated by CRSCOM on the European Gala celebrated in Budapest in 1996 gave worldwide exposure to the Ford Motor Company conservation initiative;
- The association with the Hungarian Academy of Sciences strengthened the consistency of the FMC conservation program in Hungary;
- In 1997, at the Grand Prix of Bruges, two out of the total four prizes were granted to countries of the region served by CRSCOM. Romania received the second prize and Croatia the honor prize;
- In 1998, at the Grand Prix of Istanbul, Hungary received the third prize and a grant of US\$ 30,000 with the project of restoring the Nádasdy Castle.