

## Case Story

Client: **American Express Hungary**

Period: **1991-1994**

### The Task

- Support the launch of AMERICAN EXPRESS operations in Hungary;
- On-going advisory and planning of ad-hoc communications;
- On-going media relations, media monitoring;
- On-going government relations.

### Measures

- Organizing international press conference at Gerbaud, and a VIP gala reception at the National Museum;
- Developing a favorable profile for AMERICAN EXPRESS through systematic PR approach, communication with local and international media and journalists, as well as the proper tie-in of VIPs and decision-makers prior, during and after the launch of operations in Hungary, underscoring attributes of reliability, trust and confidence at all targeted segments.
- Preparing and organizing the visits of the Chairman & CEO and other senior executives of AMERICAN EXPRESS HQ, setting up visit agendas, coordinating official audiences;
- Supporting the communications and logistics of the launch of products and services (MONEYGRAMM, CREDIT CARD, AMERICAN EXPRESS TRAVELERS CHEQUE): launch presentations, and launch press conference;
- Launching the Travel & Tourism Program, a special scheme sponsored by the AMERICAN EXPRESS FUND FOR CENTRAL & EASTERN EUROPE.

### Results

- The positive emphasis given by the local press to the launch of AMERICAN EXPRESS in Hungary had significant strengthening effect facilitating its business development;
- A favorable profile developed for AMERICAN EXPRESS underscoring attributes of reliability, trust and confidence at all targeted segments;
- AMERICAN EXPRESS has become recognized as the leading company in the market, and its reputation consolidated rapidly as one of the most successful companies active in Hungary since the opening of the country to democracy;
- The visits of AMERICAN EXPRESS senior executives to Hungary were used to strengthen relationship with decision-makers, as well as the conviction that AMERICAN EXPRESS Company is a straightforward and reliable partner with whom it is worthwhile to cooperate;
- During the given period only positive and objective press information were registered on AMERICAN EXPRESS.