

Case Story

Client: **Thyssen-Bornemisza Art Contemporary / T-B A21**

Period: **2006**

The Task

- In cooperation with **Thyssen-Bornemisza Art Contemporary / T-B A21** in Hungary as communication and press adviser of **Küba: Journey Against the Current**.
- Assist the process of positioning T-B A21 as a major art foundation committed to promote contemporary art values in Hungary,
- Serve T-B A21 and its founder to be recognized as a catalyst promoting increased consciousness of art related matters, serving as interface to Hungary, and furthermore nations, cultures and minorities living side-by side along the Danube,
- Positioning the philanthropic initiative of T-B A21's founder in response to the Danube flood,
- Support the leadership of T-B A21 and **Francesca von Habsburg** standing for cooperation to strengthen awareness on arts, and
- Liaise on behalf of T-B A21 to approach relevant segments of the Hungarian media, forwarding ad-hoc information systematically.

Measures

- Government relations
 - On-going coordination with the Cabinet of András Bozóki, Minister of Culture of Hungary, winning the Minister to address the attendees at the inaugurations of Küba on board of Negrelli and Agár in the Museum of Ethnography.
- Press relations work
 - Organizing a full scale Press Briefing presenting T-B A21 and announcing on Küba project at the Hungarian Academy of Sciences, on May 18th 2006.
 - Organizing a full scale Press Presentation of Küba: Journey Against the Current on Board of the barge Negrelli and of the Hungarian film installation Agár - The Hungarian Greyhound Project at the Hungarian Museum of Ethnography, both on June 1st 2006.
 - Set-up and distribution of ad-hoc Press Release to strengthen awareness on the Flood Relief Benefit Auction at Múcsarnok.
 - Set-up one-to-one interviews with key print national and electronic media, with radio and TV.
 - Arrange two TV interviews on T-B A21, Küba: Journey Against the Current, and Agár - The Hungarian Greyhound Project at "Kultúrház" a cultural television programme broadcasted live at MTV1 and repeated at MTV2 in the evening of the same day. The Hungarian key partners of the project were participating in the first programme, and Francesca von Habsburg at the second one coordinated by CRSCOM.
 - Follow-up effort to optimise press results.
 - Monitoring the information published in the Hungarian Media, translating the most key published articles into English with quantity and quality content analysis of all published/broadcasted items.

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Measures (cont.)

- Optimizing support to organization
 - Advise to optimize planning and organizing of the programme of T-B A21 and Küba whilst in Hungary,
 - Securing the Hungarian Academy of Sciences to serve as a prestigious venue for the Press announcement of May 18th 2006 in Budapest,
 - Support with data on Hungarian VIP's to invite.

Results

- The positive responses of the Minister's Cabinet, the fact of having the Hungarian Academy of Sciences as frame for the Press announcement, are testimony to the support achieved in Hungary in favour of the goals of T-B A21, and its mission.
- The quantity and quality result of the Hungarian press coverage of T-B A21 and Küba was the highest amongst all the Danube countries participating in T-B A21's cultural initiative.
- 86 clippings were registered carrying only positive and objective information with reinforcing effect in favour of the targets of T-B A21 and Küba.
- The leadership of **Francesca von Habsburg** founder and chairman of T-B A21 had an optimising effect with regard to decision-makers as well as the general public, enhancing their awareness for issues raised by the initiative of T-B A21.