

Case Story

Client: **Rote Nasen Clowndoctors**

Period: **1996 1999**

The Task

- On-going communications advisory including handling media relations and public affairs;
- Program management in Hungary.

Measures

- CRSCOM's MD being the coordinator of the program in Hungary;
- Coordinating the training of "Clowndoctors";
- Supporting fund raising;
- Recruiting and training "Clowndoctors";
- On-going media relations, media monitoring and analyses.

Results

- Thanks to the efforts of the Agency, **Rote Nasen Clowndoctors** achieved awareness and recognition in wide segments of the Hungarian society, and consolidated its cooperation with the **Semmelweis Medical University First Department of Paediatrics** as partner in Hungary;
- Only positive and objective press coverage appeared during the period.