

Case Story

Client: **Julius Meinl**

Period: **2002**

The Task

- Organize press conference to support the re-launch of the *Julius Meinl* brand in the market with a new profile.

Measures

- Handling event organization from invitation procedure through coordination of logistics and catering to the realization and follow-up of press event;
- Writing script and developing presentation;
- Designing, writing and distributing all press materials;
- Follow-up work, press monitoring and analysis.

Results

- Through extensive coverage in the Hungarian print media all target segments (trade, business, consumers) were reached with high efficiency;
- Outstanding coverage achieved in trade publications;
- Interviews and special mentions in career columns built and strengthened the personal profile of *Antal Almásy*, the newly appointed Managing Director;
- Only positive and objective media coverage was registered in the local press reinforcing the values and traditions represented by *Julius Meinl* and its products.