

Case Story

Client: **Christofle**

Period: **2004**

The Task

- Provide communications support to the launch of the Pavillon *Christofle* and the *Christofle* brand in Hungary;
- Organize all details of the official launch event of Pavillon *Christofle*, linking its brand to selected segments of the local community

Measures

CRSCOM, liaising with *Christofle* headquarters in Paris, provided permanent communications & PR support prior, during and after the event:

- Organization of launch event hosted by François Baufumé, President of *Christofle* and the owners of Pavillon *Christofle* in the presence of selected representatives of business community, diplomacy, culture, arts, science, politics of government and opposition, and media;
- Handling all organization details from invitation procedure through coordination of logistics, venue and catering to the realization and follow-up of the event;
- Coordinating press relations:
 - Organizing previous coverage, Inviting press to launch event;
 - Writing, editing and distributing all press materials,
 - Arranging one-to-one interviews for the President of *Christofle*,
 - Follow-up work, press monitoring.

Results

- Systematic contact with the target groups and the media has established positive awareness;
- The excellent quality turnout at the launch event with highest-level representation of target groups indicated strong interest, and strongly contributed to developing positive perception and quality recognition in favor of *Christofle* in all target segments;
- Extensive and outstanding coverage in the print media reinforced event results and created even wider awareness of the *Christofle* brand;
- Only positive and objective media coverage was registered in the press reinforcing the values and traditions represented by *Christofle*.