

Case Story

Client: **France Telecom**

Period: **1991-1994**

The Task

- Assist define and implement France Telecom's communications for the various projects during its bidding procedure for the privatization of Hungarian state monopoly telecommunications company, MATÁV:
 - Tailor tasks and tactics for the local market,
 - Plan and implement communications plans.

Measures

- Providing permanent advice and design of ad-hoc communication proceedings;
- On-going press relations and monitoring;
- Organizing press seminars and visits to France Telecom HQs;
- Organizing various PR operations in Budapest (concerts, receptions, etc.);
- On-going government relations;
- Organizing the visits of the Chairman & CEO, and other senior executives of France Telecom HQs; setting up visit agendas, coordinating official audiences and business meetings.

Results

- Favorable profile developed and consolidated for France Telecom underscoring attributes of reliability, trust and confidence at all targeted segments;
- Only positive and objective media coverage was registered in the local press strengthening France Telecom's image, and facilitating the realization of its business objectives;
- Lobbying activity in Hungary (1991-93) was instrumental to strengthen awareness of the importance of the telecommunications industry as a tool assisting the speed-up of economic development, and also supported France Telecom's business propositions in the eyes of local decision-makers;
- The audiences and meetings organized for visiting senior executives of France Telecom strengthened the relationship with decision-makers.