

Case Story

Client: **Credit Suisse**

Period: **1995**

The Task

- Marketing research,
- Announce the decision not to submit an offer in the privatization of Budapest Bank.

Measures

- Conducting marketing research in upper retail sector, processing and analyzing results;
- Distributing press release announcing the decision not to submit an offer for Budapest Bank to selected list of local media;
- Media monitoring and analyses.

Results

- Press coverage in the Hungarian media of CS decision not to proceed buying majority share of Budapest Bank had a strengthening effect in favor of CS principally in the local private business and financial community, adding support to the acceptance of CS in further operations in Hungary.