## Positioning an international supplier platform

[→ Corporate Communications]

**Lack of profile in the media**

A leading company in the automotive supply sector was working on creating a sharper profile in Europe. It wanted in particular to create a counterbalance to the traditionally strong focus on the USA. CNC was brought in to position the client more strongly in the media as a European player and to improve poor communication between its European and US offices.

**Communications strategy**

**Issues management**

**Individual positioning advice**

**Content management**

CNC got together with the client's PR departments in the USA and Europe to develop the communications strategy. Individual projects dealing with setting up media databases, developing communications content and organising information flows were set up. In order to improve the client's networking, CNC organised participation in various events within the sector and made contact with key figures in industry and the media. On the recommendation of CNC, the company subsequently created a new role within the company of European corporate spokesperson and CNC networked the client through PR activities of a leading automotive firm. When an unexpected change of management took place and the product focus was moved, CNC played a vital role in setting the right tone in the pan-European media.

**Establishment of long-term structures**

Intensive assistance with day-to-day PR work in Europe made it possible to establish suitable structures linking PR, marketing and management. Following initial difficulties, it was possible to build up numerous beneficial relationships between different parts of the company as well as between the company and the trade press.