Communications at DaimlerChrysler

[→ Corporate Communications]

Merger of Daimler Benz AG and the Chrysler Corporation

In 1998, the merger of Daimler Benz AG and the Chrysler Corporation to form DaimlerChrysler AG necessitated restructuring of the merged companies' communications departments. Three CNC partners were largely responsible for development and implementation work.

Communications based on corporate strategy

The basis for the new communications structure was taken from the corporate strategy which comprised the elements of global presence, comprehensive product range, brand portfolio and technological leadership. A global benchmarking exercise was carried out for the integration of the divisions Mercedes Benz, Chrysler Group, Commercial Vehicles and DaimlerChrysler Services. As a further milestone in consistent communication, DaimlerChrysler TV was created. It is the largest corporate TV venture to date, and broadcasts in seven languages. Global News Bureau was also set up to coordinate communication around the world.

DaimlerChrysler TV

Global News Bureau

Benchmark DaimlerChrysler

DaimlerChrysler is now seen as a benchmark in global communication and has won numerous awards for its media work. CNC is supporting the ongoing development of communications as part of DaimlerChrysler's value-focused business management strategy.