Preventive consultancy on media-related issues

[→ Corporate Communications]

A family-run company was sponsoring a highly successful team which had already won a well-known competition in an exclusive sporting discipline. However, for strategic reasons, it became necessary to terminate the sponsorship activities. CNC was asked to advise management on how to handle the communication of this decision. The company was particularly anxious to avoid its decision being wrongly taken as an indication of financial problems. This impression had arisen as a result of an earlier interview given by the Managing Director.

Risk of negative press as result of quitting sponsorship deal

CNC advised the company on the content and sequence of the main steps to be taken. Having first evaluated all the company's sponsorship activities, CNC met with the Managing Director to put together a press plan. Abandoning the sponsorship deal was presented as a key element in a very successful marketing strategy. In line with this, the "in-house team" also had a motivational effect on staff and enhanced the standing of the company. CNC coordinated the entire process, made contact with the media and drew up press guidelines to ensure consistent communication by all involved.

Evaluation of sponsorship work

Assistance with press work

Presentation of departure as key point in successful strategy

The activities carried out received very positive press coverage. Germany's largest popular newspaper described the businessman as "winner of the day". Now that all the objectives have been achieved, the company was able to plan a new strategic direction.

Managing Director described as "winner of the day"