Communications assistance for a critical corporate sale

CNC
Communications & Network Consulting

[→ Transaction]

Transaction endangered by critical press coverage

Critical reports were appearing in the media on the impending sale of a cable company to a consortium. The negative press regarding the investment intentions of the buyers was not only damaging their reputation but also endangering the underlying business of the takeover candidate. CNC was charged with advising the consortium on its media work and communications with the aim of ensuring optimal positioning of the transaction.

Reputation management

Strategic communications plan

Fulfilling legal requirements

CNC's strategy involved preparing clear, consistent and credible communications materials for the period following close of sale to protect the reputation of the consortium partners. The new management was announced as early as possible to avoid uncontrolled speculation. The messages and arguments for the transaction were set out in a strategic communications plan. CNC organised meetings with the media, prepared content for the German and English-language press and coordinated all the communications work on the announcement day. Throughout CNC ensured that all legal requirements for the announcement were met.

Using positive key messages to put an end to speculation

The purchase was completed successfully. By conveying a new set of messages, CNC was able to end negative speculation on the buyers' future plans. The media reported the completion of the sale as representing a major opportunity for the future of the company.