Establishing a company in a new market

[→ Public Affairs]

Need for action as communications previously neglected

Following the takeover of a traditional German company, an international telecommunications provider was pursueing a rebranding strategy but this was not being supported by its corporate communications or public affairs departments. This caused serious confusion in the media and among key German stakeholders. CNC was brought in to identify the communications problems and develop counter-measures. The image and relationship problems were explained, among other things, by a communications function which lacked structure and clarity in responsibilities, and which maintained a complex reporting system. Journalists had little knowledge of the client's USP and the client suffered from low media presence and a lack of networking in political and business circles.

Analysis of image and relationship problems

Targeted positioning

CNC developed a strategic media positioning strategy which was implemented in full by corporate headquarters. A detailed public affairs action plan was drawn up to present the client as a German company and a major contributor. Measures were taken involving meetings with top officials and politicians at federal and regional level and the development of public-private partnership programmes. At the operating level, CNC prepared all meetings and identified target group-specific issues.

Talks with decision-makers

Public-private partnerships

Enhanced share-of-voice, expansion of network

The strategic media positioning work enhanced the client's share-of-voice and improved the quality of its profile. Relations with the German media were placed on a fresh footing and the vacuum in the political arena was filled.