

One of the world's largest material handling companies expands to the EMEA

Challenge

Crown Equipment Corporation intends to position itself as one of the world's largest material handling companies in the EMEA. The objective is to gain coverage and reputation in trade media. As the assigned lead agency, ORCA Affairs faces the challenge to coordinate an international team of IPREX-Partners from Austria, Belgium, Germany, Italy, the Netherlands and Spain. Complex and technical issues of the logistics industry had to be transferred into plain language.

Response

Through close consultation and coordination with its IPREX-Partners, ORCA Affairs led the elaboration of a consistent communication strategy for the EMEA. Measures include the creation of a digital press kit, a Re-Design Media-Monitoring and a press event for trade journalists that was held in the Crown EMEA headquarters. Further, ORCA Affairs and its partners are carrying out continuous press work to highlight Crown's product and technology competence in the logistics sector.

Result

As a result, ORCA Affairs established of a Europe-wide presence of Crown with an IPREX-agency in each country. Tremendous improvement of media coverage reflected in a 92% growth of the advertising equivalent value. Detailed reporting in numerous trade media about the product and technology competence of Crown following the press event.

