

NNC

MATERNA INFORMATION
& COMMUNICATIONS:
INCREASING BRAND AWARENESS FOR A
LEADING EUROPEAN IT SERVICES
SUPPLIER



T / +1 518 632 6131
F / +1518 632 6131
E / office@nnc-services.ro

W: www.NNC_Services.com
A / 47-47 36th Street
Long Island City, NY 11101

THE CLIENT

The largest German IT & C services provider, **MATERNA Information & Communications**, has been active in Romania since the beginning of 2007, when the company acquired the majority share package in the Romanian company Best IT Solutions – now part of the MATERNA group. The local branch offers complete IT solutions to optimize the processes in large and medium companies and in public administration like: IT Service Management, Customer Service Management and Government Services.

THE CHALLENGE

Although present on the Romanian market since 2007, the company didn't undertake major communication activities until the summer of 2008. The NNC team has taken over MATERNA's communication strategy in Romania in the summer of 2008, with the purpose of increasing the IT services provider's visibility on the market and, implicitly, acquiring new clients.

The first strategic communication activity was communicating to the press the financial results in a press release that would provide a good exposure of the group's financial results, as well as of the local branch future development activities and plans.

THE SOLUTION

The communication strategy developed by NNC entails writing the company's promotional materials for Romania, launching press releases and relevant case studies for the IT market, as well as developing a distinct brand for the company's internal publication, MATERNA Monitor, on the Romanian market.

Since the company (recently entered on the market) didn't have very good visibility in the press, the press release which was the first step in the communication campaign had to encompass both information about their activity as a group, as well as accurate details about the solutions provided by the local branch.

The objective of the press release was creating awareness for the company and its services among potential customers and partners, by highlighting the contribution of the Romanian branch to the general group results in 2007 – an increase of 16% in turnover compared to the previous year. Furthermore, one of the major communication objectives was outlining the local division development plans. The press release was conceived so as the numerical data within conveyed the desired message, being supported by the concise writing style, which was easily approachable by the journalists. The material covered all the requirements of a good quality news, stimulating the entire press to ask for additional information and thus creating the basis for new appearances.

We have strategically chosen the month of July as period for spreading the group's financial results on the market because it is the time of year when such information flow is low and the press shows a high level of interest in presenting such data.

RESULTS & BENEFITS

The impact of the press release in the media was positive, with an excellent appearance in the top business publications (**Ziarul Financiar**, **Financiarul**), with requests for additional information and interviews from journalists and a live appearance of MATERNA Romania's general manager, Alin Bittel, at the only TV business channel in Romania , **The Money Channel**.

There were interview requests and requests for additional information from the most important publications in the field, but also from news agencies like Mediafax.

The client benefitted from good media coverage after the press release distribution – 7 appearances in the IT and business press, 15 appearances on specialized portals, one appearance on a news agency bulletin and one TV appearance - , and the communication activities for MATERNA carried on in order to increase the IT services provider's awareness on the market.

TESTIMONIAL

“Being familiar with NNC's experience in IT services management and marketing and the company's new strategic communication services we have decided to externalize the PR services of the Romanian subsidiary to them. Shortly after initiating the communication actions for exposing MATERNA services on the market, almost unexpected positive effects are already foreseen: increased awareness of the company's services in the written press, TV, and radio and, implicitly, among potential clients.”

Alin Bittel, Country Manager MATERNA Information & Communications