

CASE STUDY

Building a Pan European PR strategy with a difference



free-hotspot.com was set up in September 2005. At the time of its creation, the company was looking to simultaneously launch its PR activities and to support its building network of free Wi-Fi HotSpots across 10 European countries, (the UK, Ireland, France, Germany, Spain, Italy, Portugal, The Netherlands, Belgium and Greece). The challenge Open2Europe faced was to position free-hotspot.com, a company previously unheard of, in the European media as THE company to look out for in the Wi-Fi sector.

Building on the fast developing Eastern European market, free-hotspot.com extended its contract with Open2Europe in 2007 to include Poland, Romania and the Czech Republic.

As the main contact at free-hotspot.com is an American gentleman, Open2Europe appointed a British account manager to the project. The team comprises 12 native PR consultants who not only work with their country's press, but also advise on current market developments and liaise with their locally based installation partners.

free-hotspot.com signed Open2Europe to undertake their PR activity just as the company was launching and what started out as a 9 country partnership, swiftly grew to a 12 country, Pan-European PR campaign. In the time that Open2Europe has been working with free-hotspot.com, the company has gone from a start-up to European market leader and is now the world's largest free wireless network provider. The press coverage generated and business leads obtained as a result of our work have had a direct impact on free-hotspot.com's sales, (i.e. numbers of HotSpots installed). McDonalds, for example, signed with free-hotspot.com in Belgium after having seen considerable media coverage in the Belgian press. Open2Europe is a unique partner for free-hotspot.com. Each native PR consultant works with free-hotspot.com's installation partners on a country by country level to create case studies for a more tailored approach with the press. Our knowledge of the industry on a local level has proven fundamental in assisting free-hotspot.com to launch new business activities in developing European countries.

QUOTE



"We have found that Open2Europe offers a truly unique and highly effective PR service. On the one hand, they offer a "one stop shop" approach to the European markets, where our media message can be centrally developed and coordinated on a pan-European level. This centralized structure offers great advantages in terms of consistency as well as economy; however there is another facet of the O2E operation that we have found to be just as important: namely, message localization. While the main PR strategies and themes are coordinated through our team leader in Paris, the actual press communications are tailored to suit each European market, and the consistently high level of performance by the individual country managers at O2E have allowed us to achieve great success at the local level. It is this two-pronged approach of centralized management coupled with local expertise that has made O2E an invaluable asset and a primary contributor to the growth that free-hotspot.com has enjoyed over the past three years."

ABOUT free-hotspot.com

free-hotspot.com operates the world's largest free wireless network with over 3300 FREE HotSpot locations in 18 countries throughout Europe. To gain access to free-hotspot.com's free wireless Internet service, users agree to watch an introductory Sponsor advertisement. This innovative system, which has won the prestigious Wireless Broadband Innovation Award for Best Public Wi-Fi Product, is made available under the EDGE Messaging brand name to wireless network operators as well as hospitality chains and other organisations that wish to increase revenue, promote strategic marketing programmes or build brand presence over their own Wi-Fi networks.

free-hotspot.com supports an active user community and provides free wireless Internet service to around 600,000 people each month. The company also operates the industry's most comprehensive directory of free HotSpots which currently lists more than 20,000 free wireless Internet locations worldwide.

To learn more about the free HotSpot programme or to find the free HotSpot nearest you, please visit: www.free-hotspot.com