

CASE STUDY

Global PR with a localised message

ILFORD was looking for a global PR agency that could help the company to re-position itself in the European media following its takeover in 2005 by the Japanese group, Oji Paper. The main objective was to establish a Pan-European strategy in 10 European countries, (the UK, France, Germany, Switzerland, Austria, Spain, Italy, Holland, Belgium and Luxembourg), by working hand in hand with the local distributors to establish a tailored message.



Open2Europe & ILFORD - a successful working partnership

Open2Europe designated a British account manager to work with the UK based ILFORD Marketing Director Worldwide and a team of ten native PR consultants who are all based in Paris.

The account manager is responsible for coordinating the team's PR activities on a Pan-European level and reports regularly to the main contact at ILFORD, thus facilitating information sharing and local market feedback. Each PR consultant works closely with his/her country distributor to ensure a localised message is established and maintained in accordance with product availability and current market demand.

The partnership between ILFORD and Open2Europe began with the 2005 Photokina tradeshow - the launch pad for a number of new product announcements - and Open2Europe was present to host the interviews with the international press. In total, 46 interviews were set up which led to some highly positive press coverage throughout Europe. Since then, Open2Europe has accompanied ILFORD through a number of successful activities ranging from local press events, international tradeshows, photo exhibitions, product testing and benchmarks, to award nominations and new product launches.

ILFORD also chose to work with the American branch of Open2Europe (Open2America) in January 2006 to cover the US and Canadian media.

QUOTE



Jane Dixon, Marketing Director Worldwide, ILFORD Imaging Switzerland GmbH: "Attending international trade fairs and exhibitions is an invaluable means of showcasing our new products, such as our ILFORD Inkjet Photo Paper Range which we launched in 2005 at Photokina. We consider Open2Europe to be an extension of our company and they have done an excellent job in providing a professional media service which complements our other communication efforts. They have enabled us to establish contact with specialised journalists and we have achieved excellent press coverage as a result in key European publications. One of the main strengths of Open2Europe is that I have one key contact who looks after the communication with the other European press officers, making sure that my corporate and product messages are relayed out to the European press in a consistent and cohesive way."

ABOUT ILFORD

About ILFORD:

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media for both inkjet printing and colour photographic processes. The ILFORD worldwide Digital Imaging and Colour Photo businesses, including the R&D and manufacturing operations in Switzerland, are owned by Oji Paper, Japan.

The ILFORD name is well established in the history of Imaging and today it continues to be associated with cutting edge technology thanks to its strong links to the photo imaging marketplace, R&D, technical know-how and manufacturing capabilities.

For more information on ILFORD, please visit www.ilford.com