

PRESSTON

PUBLIC RELATIONS
PR
INVEST IN VALUES



„COMING TOGETHER IS A BEGINNING
KEEPING TOGETHER IS PROGRESS
WORKING TOGETHER IS SUCCESS”

HENRY FORD

PResston PR Ltd., is a company that specializes in Public Relations (PR) and communication in the corporate and governmental sectors. Our general objective is to accompany Helly Hansen with the optimal use of your PR budget, on its way to success. Our effective team consists of competent and creative public relations experts. Our strength is the combination of multiple communication measures into integrated campaigns. We combine strategic consulting with traditional PR, advertising and event marketing. Because nothing is more convincing than the result. Our company has been present in the Hungarian market for more than 8 years. We believe that our expertise and international experience can help achieve our clients' goals.

Our complex services cover extensive media relations (media monitoring and data analysis, press events, media training, news releases, media campaigns, etc.), governmental relations, EU communication, event planning, copywriting, editing and designing leaflets, flyers and brochures, advertising, and producing image/PR films, too. Our team, which consists of event organisers, journalists, PR advisers, and editorial experts can efficiently help your company's work. PResston PR has a lot of experience and positive feedback in event marketing as well. We have been organizing all kinds of company events for the public, governmental and business sectors. Owing to our competent and creative work ethics we have established a good relationship with a lot of ministries and economic decision makers. We have extensive experience in the field of business, trade, science and the government. Our main objective is that your demands and our experiences meet and start the way of success together.





PRESSTON

PUBLIC RELATIONS

PR

INVEST IN VALUES

ABOUT OUR COMPANY

Are you launching a new brand? Or is your current image looking tired? Need to attract customers or improve the way you deal with enquiries? Does your website need a refresh? Or are you looking for support with social? Does your reputation need a boost? No matter what you need, PResston PR Ltd. can help. We provide PR, marketing and design to offer a full package of support.

Commercial instinct, in-depth sector knowledge and strong relationships with key opinion formers: that's what it takes to deliver potent corporate communications campaigns. Our consultants have been using their expertise and contacts to help a wide range of corporate & professional services firms establish their brand position, grow their businesses and manage their reputation.

We work for Hungarian and multinational companies and our clients range from banks, real estate, premium and luxury brands, pharmaceutical companies and foundations and we have a number of clients from the public administration sector, too.

So whether you require a complete marketing plan, litigation PR or crisis comms support, our team's skills, expertise and know-how means we can create a campaign that delivers on time, every time.

No matter what the business issue, communications problem or commercial goal, the PResston PR Ltd.'s team will develop a campaign that reaches your target audience and resonates with your key media and stakeholders.

Our consultants' deep industry knowledge and years spent working in this sector means they have excellent relationships with the press. It also means they are able to work strategically, tactically and effectively whether devising firm-wide communications strategies or providing crisis communications.

The PResston PR works with clients to develop relationships with local media, local interest groups and residents. Our campaigns ensure that all stakeholders feel consulted and involved in the proposed project and planning application process.

Over the years, PResston PR Ltd. has developed extensive experience in managing communications campaigns for a wide range of public sector organisations including charities, trusts and foundations and helped them gain positive media attention in this crowded and competitive sector.

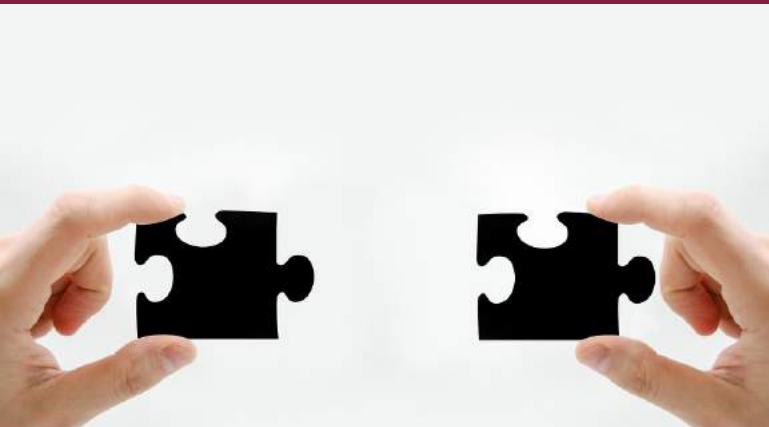


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INTEGRATED PR CAMPAIGNS

External PR: corporate-, product-, brand- and target group-PR

- Extensive media relations
- Media monitoring, data analysis
- Article agency activity
- Press activity
- Press attendance in the printed and electronic media
- Designing, writing and printing publications, leaflets, brochures
- Strategic consultation
- Media trainings
- Event planning
- Fashion marketing
- Providing star presenters, VIP keynote speakers, celebrities and entertainers for events. Owing to our personal connections we provide the best stars.

- Website design and redesign
- Targeted mobile promotion
- 3 D solutions
- Sponsorship
- Crisis communication , change communication
- Organizing media and billboard campaigns
- EU communication

Internal PR

- Communication among the management and the employees
- Managing the information flow between the divisions
- Writing internal newsletters and publications
- Media training
- Image film
- Newsletters



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PUBLIC RELATIONS
PR
INVEST IN VALUES

We have built up significant experience in the fashion sector, premium and luxury brands. Our clients trust us to advise them on media relations, marketing, and how to build effective communications strategies around what can be sensitive and emotive issues. As well as marketing communications campaigns, we are also able to develop focused public affairs campaigns, helping them to raise their profiles and shape the policy agenda.

We'll not only meet your expectations, we'll exceed them. You're not just another client to us - your business becomes our business. When you work with us you'll see we care about the success of your company just as much as you do. And we're always open, honest and transparent in everything we do. Don't believe us? 100% of our customers would recommend us to others.

PResston PR 's main references





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OUR MAIN REFERENCES

FMCG McDonald's Hungary

integrated communication strategy, media relations (pressconferences, media monitoring, media analysis, interviews, press releases, press packs, media lists), events, product related launch events, crisis management. We have issued all the PR scope of duties, and we have organized 20-30 public events a year (with more than 3000 participants).



Our key tasks were:

- integrated communication strategy in English,
- image building,
- media relations,
- press events,
- interviews,
- media monitoring,
- writing press releases, press kits, articles, media lists,
- organizing CSR events (golf tournament with 600 people, foot-race, Christmas events for the sick children in the Ronald Mc Donald house in Miskolc,etc.)
- CSR strategies (charity gala dinners, supporting the RMHC foundation, establishing RMHC houses.),
- health survey with politicians and famous people,
- organizing the restaurants' opening ceremonies,
- launching the Mc Café national campaign in Hungary.

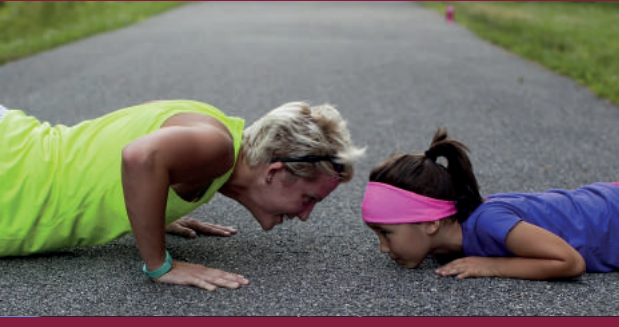
Cibus Italia

point of sale, media relations, media monitoring, media analysis



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SPORT AND FITNESS

Nike

events, media relations, media monitoring, media analysis

Gatorade

events, media relations, media monitoring, media analysis

Fitness Trade

promotional campaign, media monitoring, media analysis



CAR INDUSTRY

Pappas Auto (Mercedes)

media relations, press conferences, media monitoring, media analysis, interviews, media lists, off-road events, (partner events for 200 people in the Europe ship) promotional campaign





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PR

INVEST IN VALUES

FINANCIAL AND ECONOMIC SECTORS

Hungarian Cetelem Bank

Cetelem VIP Party with 650 participants

Western Union (Intercash)

website, media and billboard campaign, charity event, media relations, media monitoring, media analysis

Fortis Bank

integrated communication campaign with media relations, events: round tables, company events, media monitoring, media analysis

Joint Venture Association

Writing and sending out a press release to the target media and arranging interviews for Tamás Fellegi, the Minister of National Development. After the event we have collected and analysed the articles, too.

Hochtief Airport

media monitoring: media observation and analysis

Műszer Automatika Ltd.

media relations, media monitoring: media observation and analysis organizing press events (opening and closing event), press releases, interviews,

Carrier CR Hungary Ltd.

internal PR, graphic design, image building, internal news letters, product photos

Colas Alterra

planning and organizing the most important company event for 300 people (the 60th anniversary of the company)

DBH Group

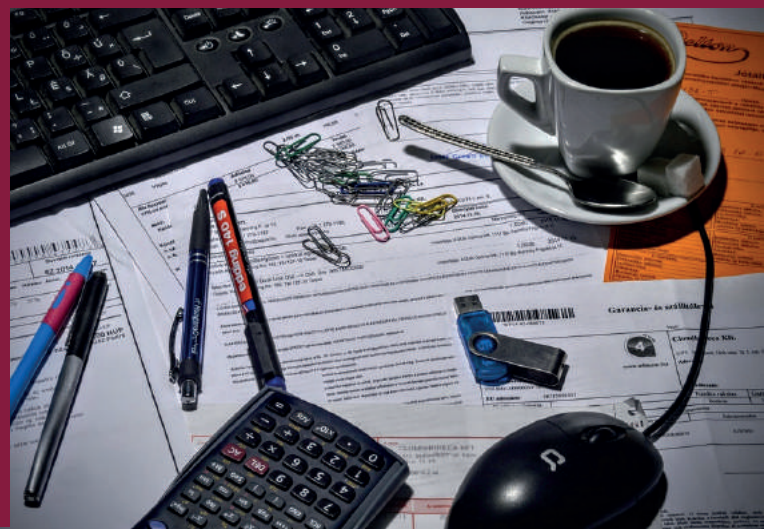
website layout design, media relations (press conference, press packs, press releases, interviews, media monitoring)

Hungarian Venture Capital and Private Equity Association (HVCA)

Providing press related activities for the conference organized by the HVCA together with the Portfolio.hu (Private Equity and Corporate Finance Conference 2011")

Hochtief Development

ground breaking event of the Capital Square, media relations, media observation and analysis



EVENTS



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PUBLIC RELATIONS

PR

INVEST IN VALUES

PUBLIC ADMINISTRATION

Ministry of Environment
image building, media relations

Ministry of Health
image building, events, health screening for about 2000 people in the Castle of Buda

EC Delegation
participation in the Evaluation of ISPA PR tenders

Közép-Duna völgyi Környezetvédelmi és Vízügyi Igazgatóság
EU communication, media relations (media coverage, interviews, media lists, photo shoot, press conferences, press releases, media monitoring, media analysis), events, brochures, leaflets, presentations

ESZA Társadalmi Szolgáltató Nonprofit Ltd.
media training

IFKA
"Hulladékkör" project:
communication strategy, media campaign (vehicle advertising, print and radio campaign)
"Parents at work" program:
media relations, interviews, graphic design, events, image film, media campaigns

Környezetvédelmi és Vízügyi Minisztérium Fejlesztési Igazgatóság
EU communication, media relations (media coverage, interviews, media lists, photo shoot, press conferences, press releases, media monitoring, media analysis), events, study tours

Vízügyi és Környezetvédelmi Központi Igazgatóság
EU communication, events, media relations, website design, communication strategy, brochures, leaflets, boards, media monitoring, media analysis

Wekerle Sándor Alapkezelő
communication strategy

Főnix Rendezvényszervező Nonprofit Ltd.
media relations (media appearances, interviews, media lists, photo shoot, press conferences, press releases, media monitoring, media analysis), event planning, cooperation with artists





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PUBLIC RELATIONS

PR

INVEST IN VALUES

IT SECTOR

Microsoft

economic congress - We have selected and brought the Hungarian delegation of Hungarian economic and political decision makers for the international management forum (Comsult), which was held in the House of Industry in Vienna. **Shimon Peres and Francis Ford Coppola** were the key-note speakers of the event, which counted more than 1500 participants. We have organized a press conference on the spot and in the Ministry of Economic Affairs. The most important media partners of the event: Die Presse, ORF, CNBC Europe, MTV, Hungarian Economic Radio, Hungarian News Agency.

ApPello IT Ltd.

press relations (media appearances, interviews, media lists, photo shoot, press conferences, press releases, media monitoring, media analysis), event planning, EU communication, flyers, project boards, presentations.

FOUNDATION

Dévény Anna Foundation

article activity services, organize interviews, media monitoring, selecting the face of the campaign, coordinating the CSR strategy, organising press conferences with actress Dóra Szinetár, who was the "face" of the foundation's campaign.

PHARMACEUTICAL INDUSTRY

Wyeth

company brochure, leaflets, media relations, press monitoring, media analysis

TEVA

compiling a communication strategy to promote their pharmaceutical products

Pfizer

setting objectives, defining messages and target groups, compiling a communication strategy with respect to the pharmaceutical industry and the National Public Health Programme

UCB

preparing and compiling a communications strategy, negotiations with decision makers





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EDUCATION

Klebelsberg Kuno

EU communication, residential forums, press activities (press relations, press conferences, press events), press releases, articles, communication strategy, media relations (media appearances, interviews, media lists), photo shoot, press conferences, media monitoring, media analysis, event planning, graphic design, image film, media campaigns

Berlitz Hungary Ltd.

Clients' Event (birthday party in the Kogart House for 350 people), press relations, interviews, press releases, media monitoring, media analysis, graphic design

ESSCA

press relations, press conferences, interviews

We have a comprehensive media list which contains more than 1000 journalists from all fields of industrial sectors. What is more we cooperate with craft and civil unions and we have several contact lists. We are proud of our working relationship especially with the MÜOSZ ("Hungarian Journalists National Union"). We constantly cooperate with them, which helps us reach our target groups.





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PUBLIC RELATIONS
PR
INVEST IN VALUES

PREMIUM AND LUXURY BRANDS

BADO

fashion marketing, launch campaign, image campaign, fashion show with 450 people with the participation of the Hungarian water polo team in the Telekom hall, catalog photography, image film, sponsorship strategy, media relations



Dior, Smalto, Ferré

Fashion Show with 500 people in the Múcsarnok

Guerlain

sales promotion

VAM Design Center (Exhibition of "Dream of Vincent van Gogh")

media relations (advertisements, PR articles, media coverage, interviews, media lists, photo shoot, media monitoring, media analysis)



MeeVIDA (diamond jewelers)



launch campaign, media relations (advertisements, PR articles, media coverage, interviews, media lists, photo shoot, media monitoring, media analysis), VIP events, (Opening party in the New York Palace with 700 people, Cocktail party in the Callas Restaurant with 350 people), graphic design

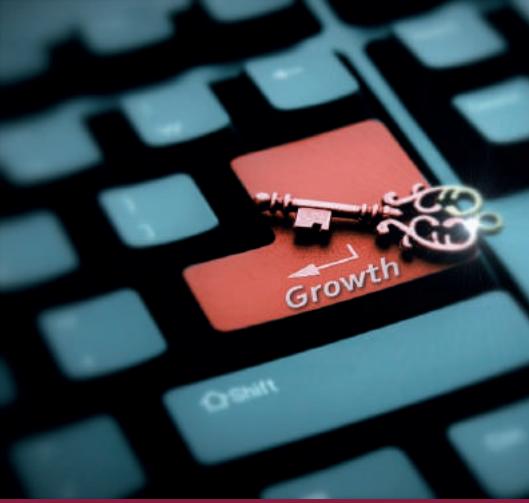
EVENTS



PRESSTON

PUBLIC RELATIONS
PR
INVEST IN VALUES





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PUBLIC RELATIONS

PR

INVEST IN VALUES

SUMMARY

We help you succeed in whatever you do: through strategically planned work. We assess your current communication system in detail, develop the precise communication goals

together with you and then develop the individual PR measures on the basis of a suitable strategy. Empirically documentable quantitative and qualitative measurements of success show, how effective your communication campaign was and what messages were received.

We focus on the development of clear communication objectives and long-term strategies. Our approach is based on the application of a common concept that is visible in all future public relations activities and measures, and thereby the establishment of a clear position for your organization.

Your success is a result of our industry-specific expertise, good ideas and hard work.

We have committed to these three principles to provide our clients with optimal communication consulting services.



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