

## Case Story

Client: **Bank Gutmann**

Period: **2007 -**

### The Task

- PR and communications support for Bank Gutmann in Hungary. Special tailored events, its organization and implementation.

### Measures

- On-going communication advise;
- Support to Investors Day
  - Organizing yearly event at the Hungarian Academy of Sciences;
- Management of Gutmann Forum & Gutmann Forum Club;
- Press relations and Monitoring.

### Results

- Strengthening awareness and corporate reputation of Bank Gutmann in Hungary.
- Its image at clients consolidated as a good partner to link with.
- Its overall capability is recognized by the press as a reliable information source.