

# Case study - Media Relations



**Client:** Rombat

**Campaign:** Reach the Positive Pole in Communication

**Context:** Even though the products are at European quality level, **Rombat SA** was identified as an „old” company, with „low-quality” products.

**Solution:** At the end of 2007, **Rombat company** decided to engage more in the professional activity of journalists, giving them a helping hand in improving their career. Thus **Vitrina Advertising Agency** proposed to the company **Reach the Positive Pole**

**in Communication**, campaign which is exclusively addressed to the local media across the country. Why the local press? Because local journalists have a more difficult access to this kind of trainings.

The campaign **Reach the Positive Pole in Communication** included seminars and training sessions for journalists from the local press, seminars carried out by professionals in mass-media (Robert Turcescu, Rodica Culcer). The courses have been funded entirely by Rombat SA (participation was free). During this campaign a virtual place was designed ([www.polulpozitiv.ro](http://www.polulpozitiv.ro)) where every journalist could express his/her opinion concerning the current problems of the press, be informed about the latest news in the field but also to access the database, which contains books as well as various specialized courses.

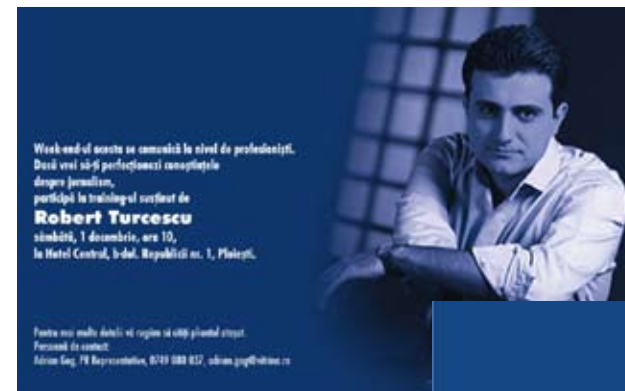
The trainings were conducted at these dates: 20<sup>th</sup> of October 2007 in Bistrita, 17<sup>th</sup> of November 2007 in Timisoara, 1<sup>st</sup> of December in Ploiesti, 15<sup>th</sup> of December 2007 in Iasi, 29<sup>th</sup> of March 2008 in Bistrita, 5<sup>th</sup> of April 2008 in Ramnicu Valcea, 19<sup>th</sup> of April 2008 in Deva, 10<sup>th</sup> of May 2008 in Brasov and 17<sup>th</sup> of May in Craiova.

The journalist Robert Turcescu, respectively Rodica Culcer, spent an entire day along with journalists from the local press, giving them courses/training sites in the field. The topics addressed: **the techniques for collecting information, the sources of information, the relationships with sources, the preparation and obtaining of a television interview, interpersonal communication, the journalist - internet and mobile telephony, handling and**



**combat manipulation.** The topics addressed covered the entire media: radio, television, newspapers and internet. At the end of the training session, participants have received a diploma attesting the that they had completed the courses.

At the end of the campaign the conclusions were: 100% participation of the concerned local newsrooms, 95% of available places were booked, in the first three days after the launch, there was intense traffic of 800 visitors on the website [www.polulpozitiv.ro](http://www.polulpozitiv.ro).



**At PR Awards 2008, the international jury decided to grant to Vitrina Advertising Agency the GOLDEN AWARD FOR EXCELLENCE for the campaign “Reach the Positive Pole in Communication”.**

