

### 3GSM Nokia Siemens Networks Launch: GBC Case Study

#### The Brief

- Manage international PR for the official unveiling of the Nokia Siemens Networks brand at 3GSM Barcelona 2007, the world's largest telecom show
- Crucial that the official debut of Nokia Siemens Networks was carefully managed and controlled, especially in light of the issues surrounding the merger
- GBC chosen because of its experience in managing Nokia Networks' global PR at 3GSM for previous six years

#### The PR objectives

- Create a positive industry buzz around Nokia Siemens Networks debut at 3GSM Barcelona
- Inform premium tier media about the new vision, strategy and future product portfolio
- Work seamlessly with the global Nokia and Siemens communications teams and regional communications heads in Asia, Latin America, Southern Europe, Northern Europe and North America

#### The PR strategy

- Capitalise on existing Nokia and Siemens media fan club
- Control all communications prior to launch
- Gauge media perceptions pre/post debut

#### Tactics

- Facilitated the entire media outreach in preparation and provided strategic recommendations
- Held regularly weekly global updates to ensure that all regional agencies were kept abreast of all Nokia Siemens Networks developments at 3GSM Barcelona
- Invited and secured media attendance for the Nokia Siemens Networks press conference and major social event at 3GSM
- Reviewed and pre-agreed all international media before granting interviews, to avoid negative coverage
- Provided on the ground PR support throughout the show

#### Results

- Secured over 250 global media attendees at 3GSM press conference
- Organised and executed 70 international media interviews at 3GSM
- Confirmed over 150 media attendees to Nokia Siemens Networks 3GSM kick-off party
- Generated positive coverage in all global regions

