

USED  
TOOLS

- Press Release
- Briefing materials for the press
- Press conference
- Story Telling

CASE STUDY  
SECTOR: TRANSPORT &  
LOGISTICS

JANUARY 2008

## Situation

Telegra is a privately owned company and one of the leading companies in traffic control and operations in Europe. It operates in 15 different countries and employing 130 professionals. With the purpose of simplifying communication on today's dominant export market the company changed its name Telefon-Gradnja to Telegra at the end of 2007. Therefore, it adap-

ted its corporate visual identity accordingly and communicated it to the targeted public. Receiving the world professional award and opening of its new production export center were yet additional reasons for communicating changes within the company. The task of Meritor Media was to introduce the company to the public as generator of knowledge and

experience, and present its local expertise and innovativeness in the development of traffic roads. Primary goal of Meritor Media was strengthening company's relationship with IT and business media. Second challenge for the Agency was positioning of the Telegra as a desirable employer.

## Solution

Communication was initiated with the press release presenting Telegra's new product operations of the sophisticated export products. Strengthening of the company's publicity was continued through organization of the press conference and

presentation of the award winning product in the area of integral traffic management and subsystems integration.

Business, IT, daily, and local media were presented with the new intelligent system of traffic management operations and

shown all the business systems of the company.

Following the press conference some of the media received additional materials and organized interviews and cover stories about Telegra in the business and daily publications.

## Result

Analysis shows for 80 publications to be achieved in the targeted media in a period of only one month. More importantly, it shows the increasing growth of the company's visibility among the media which was visible through an increase in frequency of its positioning as

relevant company in the field of traffic management and stories describing it as an example of a successful business model. This was best illustrated in Telegra receiving an award for the best corporate Internet web page awarded from the professional

IT community. The above mentioned PR activates resulted in a significant interests for employment in Telegra, as well as strengthening of the internal awareness and perception about company's position on the market.

CUSTOMER  
STATEMENT

*„Meritor Media's work ethic and tailor-made approach to PR business exceeded our expectations. Partner worthy of every recommendation!“*

Predrag Balentović,  
CEO, Telegra.



## Project Team

**Mirta Petrović-Poljak**, Project manager  
**Igor Križevan**, assistant and technology media advisor

## About Meritor Media

Meritor Media is one of the leading public relations agencies in Croatia. Beginning of 2008 we took our first step in the process of becoming a global communications consultant agency by being a part of the Portuguese YoungNetwork Group.

[www.meritormedia.hr](http://www.meritormedia.hr)