

Avaya: Flexible Working Campaign



Aim:

- Expansion of PR for Avaya, a leading global provider of business communications software, systems and services, which until now was focused on product communication
- Adaptation of an EMEA-wide Campaign in 2008 und 2009
- Create awareness in the general public for the socio-political topic "flexible working conditions"
- Create link between flexible working conditions and innovative communications solutions such as Unified Communications

Cornerstone Study "Flexible Working"

- Implementation and evaluation of a pan-European online study through an independent research institute.
- Survey of around 3.000 employees in Germany, France, Italy, Russia, Spain and the UK per study



Avaya: Thought Leadership Campaign

FLEISHMAN
INTERNATIONAL COMMUNICATIONS
HILLARD

PR Approach

- Creation of picture and graphic material to illustrate the results for the German market
- Step-by-step publication of the results in the context of four press releases with varying thematic approaches and for different target groups:
 - Summary of the most important study results
 - Flexible Working in SMBs
 - Flexible Working & working women
 - Flexible Working & client services in business
- Further use of the study results in by-lined articles, interviews and press releases

Results

- General awareness through coverage in trade and business press, as well staff publications
- Reaction from media, not previously interested in telecomms
- Over 200 articles Europe-wide by August 2009 alone

