

ProStream Group looks to regain positive corporate reputation

Situation analysis

After we have served ProStream on a projects ranging from marketing strategy development and planning to CEO reputation management, in late 2006 a court charges were brought against a member of the company's senior management team.

During the investigations, in March 2007 ProStream Group was chosen by the multinational Hamon Group as strategic partner for Bulgaria. The new development was both opportunity and threat to ProStream Group as there could be negative media spills to the new partner.

In this complicated situation ProStream Group approached Argency Consulting to provide concept and execution for the strategic partnership announcement .

Under the agreement Hamon will provide know-how and technology assistance and ProStream will try to expand the Bulgarian market share of Hamon's products and solutions in air pollution control systems.

Main target industries for the two companies are:

- Energy
- Mining
- Oil & gas
- Heavy industrial production
- Other industries with extensive energy consumption

While ProStream is industry wide recognized and known brand, it is not the case of Hamon. In addition, Bulgarian journalists are not familiar with such complicated solutions and their effects on business and ecology. Furthermore, there was the risk of journalists pressuring Hamon's representatives with questions about the still ongoing investigation and in that way damage the brand.

Communication goals

After a brainstorming meeting with the CEO of the company, Ardency Consulting formulated the following communication goals:

- Take the opportunity to start rebuilding the ProStream's hurt credibility
- Establish the two companies' management and main specialists such as Mr. Christian Vladimirov as point of reference for such solutions.
- Introduce the two companies' vision about ecology, business, and respective solutions for Bulgaria and region. As a result – first step of positioning them as topic and business leaders.
- Build positive word of mouth among media as well as companies' target audience.
- First step of communication strategy to position ProStream and Hamon as leading providers of air pollution control solutions for industry.

Strategy and execution

Important part of the communication strategy was a journalists briefing where the two companies' visions for the future, their management, and offerings will be introduced.

Ardency Consulting decided that there was a great opportunity for ProStream Group to regain credibility in both industry and general business community and media. We proposed ProStream Group to engage Hamon Corttrell into a press conference where the goals and details of the strategic partnership to be announced.

Approached media were business and trade. The event took place in Kempinski Hotel in Sofia, Bulgaria. For greater credibility, Ardency Consulting ensured the participation and public support of His Excellence Philippe Beke, Ambassador of Belgium in Bulgaria. On part of Hamon, attendees were Mr. Giancarlo Tognocchi, International sales & Marketing Manager for Hamon Research-Cottrell S.A. and Mr. Philippe Delvaux, managing director of Hamon Research-Cottrell S.A. and recently appointed member of the management board of Hamon Group.

Ardency Consulting prepared scenario, presentations for the ProStream Group team, press kit, Q&A, as well as counselling on media relations for both Belgium and Bulgarian teams.

Results

The new strategic partnership was a great success for both companies as there was positive coverage in all major business and trade media. They even got on the front page of the second largest business daily in Bulgaria – PARI.

Moreover, the Bulgarian business TV – Economica TV made a movie for Belgium investments and business activity in Bulgaria and they had interviews with His Excellence Philippe Beke, Mr. Delvaux, and Mr. Boyadjiev . Mr. Boyadjiev, the ProStream Group's CEO had pictures made with he shaking hands with Mr. Beke. The TV report was aired in Economica TV and 7 Dni TV.

The positives for Ardency's client were two fold – firstly, all of the media reports were either positive or neutral which is a great success after months of bad media publicity.

Secondly, ProStream Group's partners were very happy with the attention Hamon brand received in Bulgaria as well as the efforts ProStream Group made to position them in the most positive way. They transferred these positives into better partner relations with ProStream Group.

The ROI for ProStream Group was exceptional as all of the above was achieved with low level of investment from the company.

ProStream Group is leading Bulgarian company providing water and air pollution control solutions. 2006 audited revenues are more than 8 million Euros. The company employs more than 40 highly qualified engineers. ProStream Group has managed projects for companies such as Lukoil Bulgaria, Maritza Iztok, Solvay, Agropolichim, and Neochim.

For more information: www.prostream.bg

Hamon Group is leading multinational specialized in air pollution control solutions. Hamon Group operated on five continents with 2006 revenues of 380 million Euros; for the same period, Hamon Group has orders of more than 430 million Euros. Hamon Group is a public company listed on the Belgian Stock Exchange.

For more information: www.hamon.com
