

## Austria´s Best Employers

Every year companies of 46 countries all around the world compete for the title "Best Employer". In Austria this competition takes place since 2003. Bauer PR was commissioned to get appropriate publicity for the competition by using professional PR techniques.

This led to a massive expansion of reporting, particularly in TV: Radio and TV as well as most Austrian dailies reported about the winner of the competition in their career and economics pages. Also, society editors picked up the "social event" in the "House of Industry".

For the first time the TV-programs "Seitenblicke" (societal reporting", "Eco" and ZIB1 (TV news) carried reports on the competition.

All in all, Austrian newspapers during the three weeks prior to the event carried reports valuing 652.996 Euros.