

Jung von Matt/Limmat: New PR-Agency for IWC Schaffhausen in Switzerland

Press Release, 22.04.2009

Jung von Matt/Limmat's competitive proposal has been accepted and the agency will now be handling Public Relations for IWC in Switzerland. The PR contract includes the strategic planning and implementation of PR activities, the organisation of media events, assistance with trade fairs, management of the complete advertising portfolio and of the media brief in Switzerland.

Since 2005, IWC Schaffhausen has been developing the advertising campaign by Jung von Matt/Alster and is pleased about the new synergies with both partner agencies, which will flow on with their positive impact during their future collaboration.

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