

Working with one of the most
recognized brands in the world.



justPR

Challenge

Google is one of the most recognized brands in the world, despite the company only being a little more than 12 years old. Google entered the Nordic region via the Swedish market in 2002 and JustPR has been working with Google in Sweden on a retainer basis since 2005.

The challenge has been to keep up with the enormous speed with which the Internet and Google has grown, both in terms of size, number of services and interest from the media.

Solution 1.1

Media interest for anything Google related has grown tremendously in Sweden and anything the company does will generate headlines. Generating coverage is not a challenge. Managing it is.

As Google's PR agency JustPR has been involved in all media relations over the past 5 years including strategic advice and forward planning, preparing and managing new product and services launches, handling requests from media and pitching proactive stories across all areas and services.

Stina Honkamaa, country manager Google Sweden explains:

“We have extremely high expectations of our PR agency and expect them to act as an extension of us. Tempo is very fast at Google and it's important to have the ability to take a step back and assess the situation and think on your feet, often at the same time.”

justPR

Solution 1.2

JustPR is involved in the long-term planning of PR activities together with the local PR manager and is continuously working in close cooperation with them to draw up plans and agree on how products and services are to be launched and how potential issues should be handled.

Launches are prepared and managed by the JustPR's consultants and Google spokespeople briefed properly before any event. The agency also runs a press office handling incoming requests from media, fielding these to the PR manager and sourcing responses and information from within Google's organisation.

During a period of 9 months JustPR also acted as interim PR department before the replacement head of Nordics PR arrived.

Results

“JustPR is a great partner. The fact that we’ve had continuity in our PR support over the past 4 years, without JustPR losing any of its edge is amazing.” Andreas Svenungsson Head of Communications & Public Affairs, Nordics

Through this time JustPR has been involved in proactive launches of for example: Google Chrome, YouTube.se, Google Latitude and Street View just to mention a few. Based on statistics from MyNewsdesk, online news service in Sweden, on average 4,000 journalists open one of the Google documents each month, with peaks of nearly 8,000 on news heavy months. Each press release gets opened on average 300 times.”

“With such a news flow and interest, being able to foresee interest areas, knowing when to react and when not to, and how to prioritize is extremely important to us and we know we can trust JustPR judgement completely” said Andreas Svenungsson.

justPR

Just PR Ltd
42 Norman Rd
LONDON, SW19 1BN
info@justpr.co.uk

Managing Director
Helena Liden
helena.liden@justpr.co.uk
+44 7798 871 585

helena.liden@justpr.se
+46 702 651195

justPR