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Case Study

Getzner Werkstoffe

www.getzner.com

As a company from Vorarlberg, we need a partner in Asia with a deep knowledge of the markets and a strong network. Both is essential for successful media work. Hagen PR matches these requirements and is our ideal partner for Public Relations in the Far East.

Dominic Kohler, Getzner Werkstoffe, Head of Marketing Communication

The client

Getzner Werkstoffe GmbH is specialized in the field of vibration isolation in railway, industrial and construction applications. The company has been manufacturing materials for vibration isolation and mitigation since 1975 and is one of the leading enterprises in this field. Solutions from Getzner are designed to reduce vibrations and noise, improve the service life of bedded components and minimize the need for maintenance and repair on tracks, vehicles, structures and machines. The elastic bearings are based on the materials Sylomer® and Sylodyn®, both of which are developed and manufactured in the company's headquarters in Bürs, Austria.

Alongside its locations in Bürs and in Germany, Getzner also has sites in China, France, India, Japan, Jordan and the USA. The company, founded in 1969, employs more than 490 employees worldwide. The ratio of exports is 90 percent.

For more information, please visit:

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Strategic goals

At the start of the cooperation in early 2013, Getzner Werkstoffe and Hagen PR identified the strategic mid- and long-term goals of PR activities in Asia:

- Optimizing visibility in the markets and reaching out to the decision makers of the railway and construction industry by issuing professional press releases and technical articles to industrial media in the Asian key markets China, Japan, India and – in a second step – South Korea, Australia, and New Zealand
- Strengthening the expert image of Getzner Werkstoffe by highlighting its innovative power and technological leadership
- Effectively communicating new products and innovations
- Generating media coverage and awareness about Getzner's achievements and most interesting projects with market-relevant press releases and articles

- Optimizing trade show appearances in Asia with accompanying media work
- Developing advertisement collaborations with leading industrial media

Actions & results

The Hagen PR office in Shanghai realized an initial comprehensive media market analysis in the Asian key markets China, Japan, and India. The database comprised key figures such as readership, print run, click rate, advertising rates, contact information, editorial-to-advertising ratio, and more. In a second step, the database was expanded with all relevant media contacts in Korea, Australia, and New Zealand. The media market analysis and the prioritization of print and online media was the fundament for all further communication activities.

Hagen PR regularly liaises with the Getzner offices in China, Japan, and India as well as with the Austrian headquarters to discuss and develop the Asia PR strategy, define topics and work on market relevant press releases and technical articles. Foundation bearings of power plants in India, prestigious construction assignments in Tokyo, big metro projects in China as well as new products and projects throughout Asia and Australia were among the topics in the first years. Some of the press releases also featured information about upcoming trade shows with Getzner as exhibiting company.

The Hagen PR project team for the Getzner Asia media work includes Chinese, Japanese, Korean and Indian journalists and PR professionals to ensure best quality of texts and services. The projects are coordinated in the Shanghai office of Hagen PR and implemented on the ground in the different markets.

Journalistic style press releases and in-depth technical articles resulted in high quality publications from the very beginning: The leading Indian magazines "Construction & Architecture", "EPC World",

"Construction Week", "Indian Architect & Builder", "NBM&CW", "Industrial Safety Review", "Engineering Review", "India Infrastructure", "Railway Business", "Rail Analysis" and others regularly published articles on power plant, construction, and railway projects and innovative Getzner products.

铁道建筑 (Railway Engineering), 中国铁路 (Chinese Railways), 企业文章 (Railway Purchases and Logistics), 铁道建筑技术 (Railway Construction Technology), 工程建设与设计 (Construction & Design), 现代建筑电气 (Modern Architecture Electric), 工业建筑 (Industry Buildings), 中外建筑 (Chinese & Overseas Architecture), Manufacturing Engineering 中国 and many others featured articles about Getzner's products and the company's railway, metro and construction projects in China.

Specialized Japanese magazines like Rolling Stock & Technology, 新交通 (New Traffic), スクリーンショット (Shinsenro), New Housing Journal, the Journal of INCE and high-circulation newspapers like Nikkan Kensetsu Kogyo Shimbun reported on projects in the land of the rising sun.

In 2017, Getzner Werkstoffe decided to intensify the Asia PR and expand the PR activities to the markets Korea, Australia, and New Zealand.

This expansion of PR activities proved very successful: In Korea, high level magazines such as Conpaper 콘페이퍼, IA News 유체제어, Monthly Shipbuilding 월간ship빌딩, Plant Technology 월간플랜트기술, Monthly Maritime 해양한국, Sulbee Tech 월간설비기술 and many others reported on new projects and products of Getzner Werkstoffe.

Australian trade media such as "Transit Australia", "Railway Digest" and "Industry Update Australia" featured the Getzner projects in Down Under.

The targeted PR work enhanced the visibility of Getzner Werkstoffe and its solutions and projects in the Asian key markets considerably.

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