

## Opening Eastern Europe

**Client:** Microchip

**Objective:** To build awareness of Microchip and its products across the up-and-coming markets in Eastern Europe before competitors become active.

**Activities:** Napier researched local publications in Eastern Europe from Russia to Slovenia, visiting many of the publishers, Napier were the first Western PR agency to meet with many of these titles. We also established a network of translators across Eastern Europe. An integrated campaign combining PR, advertising and direct marketing delivered tangible results across these emerging economies.

**Results:** Microchip has rapidly grown its customer database, design opportunities and revenues across Eastern Europe, which is now responsible for a significant proportion of its European business.