



**case study:**

**JoWood Group**

**Background:**

Austrian-based publisher JoWood retained FNC to handle the day to running of its PR and Marketing in the UK and to raise its profile.

**The Objective:**

- Create PR plans for all titles
- Create Marketing plans for each title
- Arrangement of advertisement campaigns for each product
- Arrangement of press tours
- Organisation of press events at shows such as E3 and Leipzig



**The Results:**

- We arranged numerous meetings with the press to present current titles.
- Arranged press events at Leipzig 2006, 2007 and 2008.
- Arranged and maintained PR coverage and campaigns for numerous titles including:



Agatha Christie Evil Under the Sun Wii, Agatha Christie Death on the Nile PC, Alpine Ski racing 2006 and 2007, Gothic 3, Gothic Universe, Gothic Mobile The Beginning, Genesis Rising PC, Freakout PSP PC PS2, Fate of Hellas PC, Flyboys PC, Legend of Kay PS2, Lifesigns, Sam and Max PC Wii, The Guild 2 PC, Soldier Secret Wars PC, The Guild 2 Pirates of the Seas, Panzer Elite Action PC PS2 Xbox, Painkiller Overdose PC, Pet Pals Wii, Ski Racing 2005 feat Hermann Maier, Ski Racing 2006 Xbox PS2 PC, Spellforce 2 Dragon Storm PC, Spellforce Order of Dawn PC, Spellforce Universe, Spaceforce Rogue Universe, Spaceforce Captains, Safecracker PC Wii, Seven Kingdoms Conquest PC, The Golden Horde PC, The lost cases of Sherlock Holmes PC, The Hardy Boys PC, The Orb and the Oracle PC

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