



PUBLIC RELATIONS

Vision Group®

STRATEGY

CONSULTANCY

RELATIONS

CORPORATE PR
PUBLIC AFFAIRS
CRISIS COMMUNICATION
LITIGATION PR
MARKETING CAMPAIGNS & EVENTS

HEALTHCARE
BUSINESS & FINANCE
ENERGY
TELECOM & IT
FMCG

CREDIBILITY AND TRUST

VISION GROUP is a full service public relations agency. We provide comprehensive services in the areas of consultancy, strategy building, implementation of communication activities, litigation PR and public affairs.

Our company is a member of the Polish Public Relations Consultancies Association, the organisation of major professional PR firms in Poland, and an affiliate of **ECOSYSTEM**, an international network of public relations and public affairs consultancies.

Thanks to the ambition and commitment of Vision Group's team, we are able to deliver best-in-class services and effectively implement clients' projects.

Our work is highly valued by clients and internationally awarded.

So far we have gained trust of tens of companies doing business in Poland and on foreign markets.

Vision Group specialises in providing services for the following industries:

HEALTHCARE
BUSINESS & FINANCE
ENERGY
TELECOM & IT
FMCG

INTERNATIONAL OPERATIONS

VISION GROUP GROUP is a part of THE ECOSYSTEM, an international network of independent consultancies specialising in corporate communication and public affairs.

Within THE ECOSYSTEM, Vision Group carries out projects in the areas of public affairs, corporate and product communication, crisis management, internal communications, and digital & social media in the following countries and regions:



BRUSSELS AND THE UK
(Hanover Communications)

BELGIUM
(akkanto)

FRANCE
(Thomas Marko & Associates)

**SPAIN, PORTUGAL AND
LATIN AMERICA**
(Atrevia)

GERMANY
(ipse Communication)

RUSSIA, UKRAINE AND KAZAKHSTAN
(SPN Communications)

SWEDEN AND NORDIC COUNTRIES
(Narva)

TURKEY
(Dortok Communications)

ITALY
(Noesis)

RANGE OF SERVICES:

CORPORATE COMMUNICATION

STRATEGIC CONSULTANCY

Development of comprehensive communication and image-creation strategies.

Planning and support of the implementation of complex marketing campaigns.

INTERNAL COMMUNICATION

Change management support.

Organisation of internal information policy.

CRISIS COMMUNICATION

Development of crisis communication strategies.

Management of external and internal communication during a crisis.

MEDIA CAMPAIGNS

Development of strategies of media promotion.

Implementation of PR, advertisement and sales promotion campaigns.

Strategic and creative support for product and service launches, IPOs, branding actions, ATL and BTL campaigns.

LITIGATION PR

Strategic consultancy.

Protection of defendant's reputation.

Media communication management.

PUBLIC AFFAIRS

BUILDING OF RELATIONS WITH PUBLIC ADMINISTRATION AND OPINION LEADERS

Key stakeholder mapping.

Development of relations with decision-makers in the national parliament and the European Parliament.

Cooperation with central and local government administration.

Communication with domestic and EU regulators.

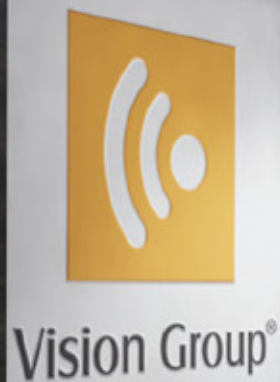
Legislative monitoring.

COMMUNICATION WITH LOCAL COMMUNITIES

Mapping and engagement of local opinion leaders.

Development of relations with decision-makers at the local level.

Management of direct contacts with local communities.



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