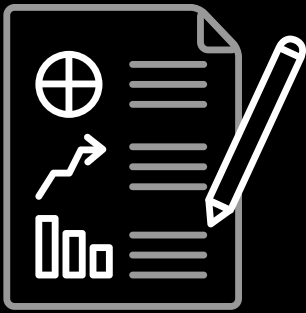


## How STRATEGIST provided PR & Communications support for Montenegrin market to a large-scale international client

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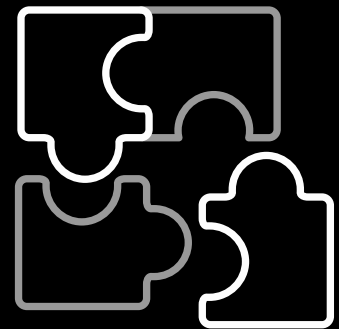
### 1. PROVIDED LOCAL KNOWLEDGE AND EXPERTISE REGARDING A MAJOR INTERNATIONAL PROJECT

As a part of international team and project, we had an opportunity to provide our know-how of the Montenegrin market.

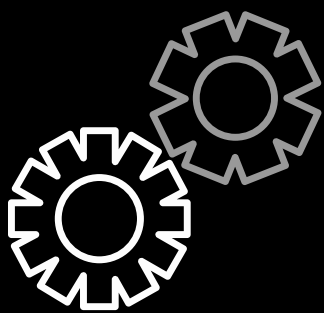
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### 2. PREPARED A DETAILED INSIGHT INTO LOCAL CIRCUMSTANCES AND CONTEXT

We provided the contribution to the project by fitting local perspective into wider international campaign context that involved six different countries.



### 3. OFFERED LOCAL PERSPECTIVE OF STEPS AND ACTIVITIES UNDERTAKEN WITHIN A WIDER INTERNATIONAL CAMPAIGN



These steps included the following:

- media monitoring and analysis;
  - thorough analysis on project-related topics;
  - providing the overview of the big picture and the environment in which the project is being implemented;
  - giving feedback on various types of material prepared by the client regarding the project.
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#### Final result:

an extremely satisfactory level of support and professionalism provided by our side towards achieving excellent campaign results overall.