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Orange Communications appoints Euro RSCG Schürmann Bauhofer for advertising and marketing communications

Orange Communications SA has appointed EURO RSCG Schürmann Bauhofer to handle advertising and marketing communications for the launch of its GSM 1800 mobile telephone network, products and services planned for April 1999. The Zurich-based agency was awarded the contract following a competitive pitch against two other short-listed Swiss advertising agencies. Orange Communications will be one of the most significant launches on the Swiss market in 1999 and the company will rank as one of Switzerland's leading advertisers.

EURO RSCG Schürmann Bauhofer will be responsible for the development and implementation of an integrated marketing communications concept including advertising, direct marketing, sales promotion, media buying, event management and product publicity.

They will also work closely with Orange Communications' existing public relations and corporate affairs consultancy Michael Foley Associates in Geneva. The Zurich agency was chosen for its creative flair and thorough understanding of both the Orange brand and Swiss market.

EURO RSCG Schürmann Bauhofer belongs to EURO RSCG Advertising, Europe's largest advertising network, which is part of the Havas Advertising Group, the eighth largest communications group in the world. The agency is currently ranked number 7 on the Swiss market.

Orange Communications SA, headquartered in Lausanne, has been awarded a licence to construct and operate a GSM 1800 mobile telephone network in Switzerland. The consortium is composed of Orange plc, VIAG AG, Swissphone Engineering AG and the Cantonal Bank of Vaud (BCV). Orange plc and VIAG AG are also partners in the new Austrian mobile network Connect Austria, while Orange plc has built the world's most extensive and successful GSM 1800 network in the United Kingdom.

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