

PRIMETIME KOMMUNIKATION / DENMARK

PrimeTime Kommunikation Involved in Handball World Championship Communication

In this very moment the **Handball World Championship** is taking place in Sweden - in what is one of the biggest international sporting events in 2011 - with millions of television viewers worldwide and thousands of spectators on site.

The Danish national team has already beaten all previous records in terms of crowd support, in total, more than 35,000 Danish handball supporters have secured a ticket to Denmark's matches and from the Danish and foreign media the attention is enormous. Worldcom Partner PrimeTime Kommunikation has been heavily involved in the communication campaign leading up to the World Championships, and is as well working with the on-going communication during the championships.

One of the communications tasks has focus on the newly build Malmö Arena (where Denmark has its World Championship "home ground"). In close collaboration with the Swedish World Championship organizers PrimeTime Kommunikation have been working vigorously behind the scenes – partly to motivate the Danish handball supporters to go to Sweden and partly to make sure that all of the Championship stories are not only about the results on the pitch, but also about the experience as spectator in Sweden and Malmö - including work to promote the special fan zones that thousands of handball supporters from around the world will use before, during and after the many matches.

The PR effort is in full swing and the final result will not be available until the 30th of January when the World Championship ends. But as of now the publicity has been impressive and PrimeTime Kommunikation has in collaboration with VisitSweden, Malmö Arena and the Swedish World Championship organizers arranged several media events where the Danish media have been given an exclusive look behind the scenes at the championship. This has resulted in several background articles and television stories about Malmö Arena and the World Championships.

In regard to the present PR campaign communications consultant Frej Elbæk says:

"The work with the Handball World Championship is yet another communication task in the successful relationship we have with VisitSweden for whom we are lead agency in Denmark. The collaboration has resulted in a wide range of additional tasks. Our goal with the current effort is, as with other promotional efforts we make for VisitSweden and other clients that we do not only improve the perception and image of the client, but that we, in this case, actually make the Danes travel from Denmark to the World Championships in Sweden,"

The 35.000+ spectators from Denmark – is the biggest supporter crowd ever to follow the national Danish handball team in an international tournament, including European Championships, The Olympics and World Championships.