

## **PROBAKO COMMUNICATIONS / HUNGARY**

### **Probako Organises Winter Tire Test for Genertel and Launches the New Agency Website**

Probako Communications was chosen by **Genertel** (part of **Generali Group**) the first direct insurance company in Hungary to accomplish its communication tasks. Among others the agency was entrusted to give pr support to the company's Motor Third Party Liability campaign. Probako organised a winter tire test, which raised attention to the importance winter tire usage, and also gave help to car owners in choosing responsibly from the brands available.

Probako is pleased to announce that its website has been completely renewed for the New Year. The site was designed to present all the necessary information about the agency in a clean and minimal style. Visitors can easily download the agency's presentation to get to know Probako. Check it out at: [http://www.probako.hu/index\\_en.html](http://www.probako.hu/index_en.html)