

Recognition PR wins Fuji Xerox Australia account



Fuji Xerox Australia, one of Australia's largest ICT companies, has chosen Recognition PR to represent it after conducting a competitive pitch programme. Fuji Xerox, an A\$500 million company in Australia, has engaged Recognition to help shift local market perception of the company as a photocopy company to a document management company supported by software, hardware, environmental and services businesses. According to Karen Green, Corporate Communications Manager at Fuji Xerox Australia, Recognition won the business because it met several important criteria. We saw clear evidence of strategic thinking in the proposed plan to achieve our PR goals, there was a strong, pragmatic, thought-out response to the PR scenario we set as the basis for the pitch and Recognition's team is experienced, she said. Adam Benson, Managing Director of Recognition PR said, When Fuji Xerox approached us we knew we'd be up against some stiff competition. We looked at the pitch brief and the market factors impacting Fuji Xerox and realised that a hard business focus was the key to answering the brief well. We are thrilled to win this business. Fuji Xerox is an important company in the Australian ICT landscape and I look forward to Recognition contributing to its success. Recognition's Kirsty Ford heads up the account and will work with Rachael Angove to create and execute corporate and divisional programs. Adam Benson will assist primarily with strategy development. -ends- About Recognition PR Recognition PR is an independently-owned, Australian-based ICT specialist PR firm. It represents more than 20 leading multinational and local ICT companies in Australia and has offices in Sydney and Melbourne. For more information about Recognition PR, please go to www.recognition.com.au About Fuji Xerox Australia Fuji Xerox Australia markets Xerox products, solutions and services throughout Australia. Xerox's mission is to be the leader in the global document management market, providing solutions that provide a bridge between the paper and digital worlds and enhance business productivity through the sharing of knowledge. For further information about Fuji Xerox, please visit www.fujixerox.com.au

Contacts

Adam Benson
+61 2 9252 2266
mailto: adam_benson@recognition.com.au