

Thursday, 31th January 2008

Siemens Launches €1 million Awareness Campaign

Siemens is to launch a €1 million campaign to raise awareness of the company's core businesses. The campaign, with the tagline 'Siemens Answers,' is designed to show how the company provides solutions across its core businesses of healthcare, industry, energy and the environment. The integrated campaign spans TV, print, online, direct mail and public affairs. It will kick off with the TV commercial, which will air on RTE on February 4th.

This is the first time in many years that Siemens has mounted a major brand campaign. "The time is right for us to show that Siemens, as an infrastructure solutions provider, has the answers to the challenges facing Ireland right now," remarked Michael O'Connor, Siemens Marketing Manager.

"Ireland *should continue* to invest in infrastructure to enhance our quality of life and ensure our continued economic attractiveness. Siemens has the answers in terms of environmentally friendly energy, public transportation and improved healthcare," O'Connor continued.

The 'Siemens Answers' campaign also reflects the company's new organisation structure. Operations at Siemens will now be consolidated into three sectors - Industry, Energy and Healthcare.

"We are confident that the new structure will make our organisation less complex, more flexible and bring us closer to our customers," says O'Connor.

Siemens has a long-standing tradition of delivering key infrastructure projects in Ireland including the first direct Trans-Atlantic cable in 1874 and Shannon hydro-electric Scheme which continues to produce green electricity. Siemens recently completed Ireland's largest on-shore wind farm for Airtricity and supplied the world most advanced CT scanner to the Mater Private Hospital.

One of the world's leading electrical and electronics company, Siemens has offices in Dublin, Cork and Belfast and employs more than 1100 people in Ireland

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