

And the leader is. . . Siemens PLM Software

In collaboration with [Siemens PLM Software](#), Eisbrenner PR assisted in developing a communications and visibility plan that established the company as a leader in PLM software development within the U.S. and European automotive communities.

We lead the development of unique [key messages](#) and a detailed year-long strategy campaign focused on executive visibility, direct marketing, social media, media relations, sponsorships and advertising for both Europe and the U.S. markets. To maximize effectiveness and customize efforts, Eisbrenner PR implemented all U.S.-based activities and our [IPREX](#) partner in Germany implemented all activities in that region.

As a result Siemens PLM Software increased its visibility among key customers, which helped secure a number of critical contracts with major automobile manufacturers.