



## PACT Global chooses Taurus to build awareness

### PACT Global partner with Taurus for PR success

Highly regarded for their integrity and professionalism, PACT Global is an executive search firm specialising in the information technology and telecommunications industries worldwide. Based in Sydney, it was founded in 1988 and is owned by its two working directors, Hans Oechslin and Colin Morris.

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Colin Morris, Director, PACT Global

### Building awareness through PR

Colin Morris explains, "We wanted to build the awareness of the company in the marketplace, and Taurus came recommended by another agency.

"The Taurus team was very impressive. They presented in a positive and encouraging manner, with a great deal of confidence and importantly, Taurus was extremely well connected with the media in our business sector."

*"Taurus worked very closely with us to understand the business and get the right message across. We are looking forward to using Taurus again in the future!"*

Hans Oechslin, Director, PACT Global

Hans Oechslin agrees, "Colin and I were both impressed at our first meeting with Taurus and we felt they offered very good value for money."

### Taurus understand the ICT industry

Hans continues, "I had used agencies before and one of the key factors for me was Taurus' knowledge of the ICT sector.

"Sharon and the team demonstrated a clear understanding of the industry in which we provide services and they were quick to understand our business and how our services fit into the industry."

One of PACT Global's leading innovations is its Executive Outsourcing service which provides access to executives who are employed by the search firm but fulfil strategic functions within client organisations.

## Securing great coverage

"We had designed the new service", says Colin, "and we were also opening up a Melbourne office - two announcements that were important to us. Taurus worked with us to develop a press release on both and secured great coverage.

*"We were covered in The Australian, the Financial Review, the Rust Report and Computer Daily News. The exposure was excellent and generated a lot of feedback."*

Colin Morris, Director, PACT Global

## Taurus makes us feel special

According to Hans, the excellent exposure achieved went hand in hand with the quality of client management.

"Taurus are very good client managers. They put our stories together well, drilling down to set the right tone and then managing our expectations.

"Taurus worked very closely with us to understand the business and get the right message across. We are looking forward to using Taurus again in the future!"

## What Taurus does for PACT Global:

- Public Relations (PR) strategy
- Media relations
- Media interviews
- Press releases

## Smart Thinking... Exceptional Results

Taurus is one of Australia's fastest growing, privately owned, Marketing, Public Relations (PR) and Creative consultancies whose clients range from small-to-medium businesses to major ASX-listed corporations. Taurus offers unparalleled levels of personalised service with a practical, 'no bull' approach to executing integrated marketing communications for business to business markets. We warmly invite you to experience the Taurus way of doing business!



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