
Challenge

Former US President George Bush made the first visit of a past or serving US president to modern-day Vietnam. The global banking corporation that sponsored Bush's visit wanted positive coverage of the event as well as appropriate public recognition.

Solution

Haleton devised a media programme that provided local and international journalists with a range of encounters with President Bush in Hanoi and Ho Chi Minh City.

Result

Bush's visit achieved extensive and accurate press and TV media coverage, particularly within Vietnam where the banking corporation wished to boost brand awareness.

