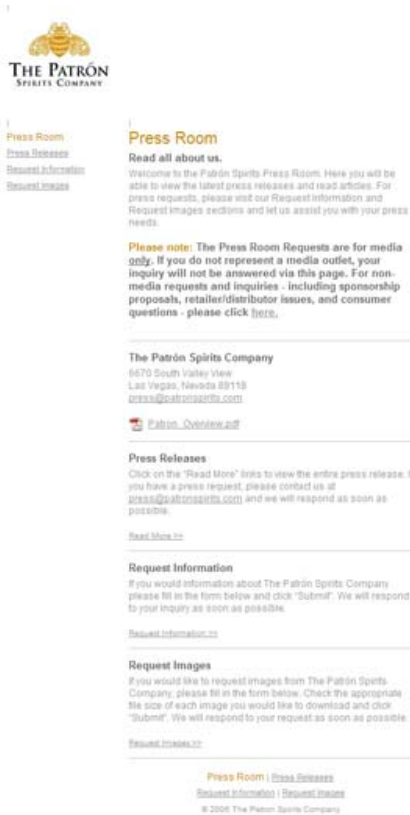




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CASE STUDY PATRON SPIRITS (Pressroom)



THE CHALLENGE

Gershoni agency approached D.Workz asking to develop an online PR tool for distributing photo and text information to media from Patron Spirits.

THE SOLUTION

D.Workz developed an online pressroom website with a content management system that allows PR firm to upload new content and reply to inquiries from the media.

THE RESULT

The resulting product helps saving resources in managing PR communications and delivers latest press releases and print materials to the media.