

Linksys

LINKSYS
A Division of Cisco Systems, Inc.

global public relations

TEXT100

Connecting the home

When Linksys wanted to boost their brand awareness and leadership position in India, they called on Text 100 to make a splash. Embracing Linksys' 'Connected Home' theme, Text 100 used their wide-ranging media contacts to make some important connections with the target market. And soon had Linksys splashed all over the papers.

