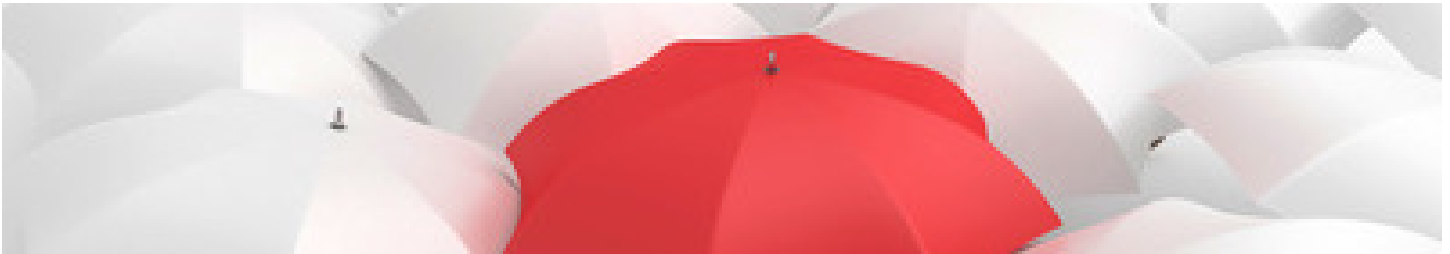


Media Relations

Introduction

Media relations is a very cost effective way of raising your company's profile. The right media coverage can boost your brand, reputation, and set you apart from your competitors with prospects. Yet, employing somebody full time with media relations skills is costly. We can work with you on a bespoke basis delivering what you need on an adhoc basis, or you could take advantage of fixed price MediaPod.

You may have an internal media relations team, but need occasional cover or additional support on larger campaigns. Our team will deliver professional copy on time every time to meet your specific communication needs. Over the years we have delivered successful media campaigns for IDIT, BC, Zebra Card Printers, TVEP and many others.



Product Overview

It can often be hard to quantify, but gaining coverage in specifically targeted media will help to support your sales and marketing effort. It will also raise your profile with the media to the point where you could become a trusted and reliable source for comment.

Engaging with the relevant media contacts, building a solid media database and identifying and driving story opportunities can be a time consuming role. We create a media relations framework with processes and templates that will get the results you need and help to:

- Support your sales and marketing effort
- Identifies media opportunities
- Identify key media targets and identify opportunities
- Cost effectively improve your media coverage
- Boost your media profile

Incognate are able to offer different levels of service to suit your needs working on an ad hoc basis, or providing a bespoke retained service that delivers specific and agreed requirements over fixed period.

Incognate Benefits

Incognate offer a range of media relations services from adhoc to a structured and retained service to support your media strategy.

Our media relations service:

- Generates more interest in your business
- Fast and flexible media relations delivery capability
- Identifies regular media opportunities
- Identify key media targets and identify opportunities
- Maximize your budgets through innovative content reuse
- Years of journalistic experience to draw on
- A proven delivery model supported by tried and tested processes
- No hidden costs - we deliver on a fixed time, fixed price basis
- cost effective way of raising your media profile
- Can provide flexible resource for occasional cover or additional support on larger campaigns

What the Market Says

“It’s great to work with Incognate as they have so many fresh ideas and produce copy that is written so that it can be used in numerous ways.” **Ros Marks, Marketing Director, TVEP**

“Incognate quickly picked up the technical understanding of the card printer solutions and has created a number of excellent case studies and press releases for us. With this help, we have significantly increased the positive visibility of Zebra’s products in the EMEA region.”

Mark Thomson, Vertical Marketing Manager – Retail & Hospitality, Zebra Card Printers

“...I am impressed with their commitment to quality, attention to detail, professionalism, customer service, enthusiasm and extra effort they put into our campaigns to make them successful.” **Dale Smith, Marketing & Communications Manager, FlavorActiV.**

Clients



Zebra Card Printers



Zebra Card Printers go to market through a reseller channel spread across EMEA. Although the company was doing well feedback from their partners suggested that they needed to raise their media profile to better support the channel sales.

Incognate was engaged to help raise their media profile and increase the amount of sales and marketing collateral.

Project Overview:

- 3 year project
- Raising media profile and Reseller support
- Content creation & PR across EMEA
- Established press release and case study templates and processes
- Produced press pack
- Produced content and media coverage to support sales activity

Our media campaign helped to strengthen links with key media targets and increase the support provided for the channel with fresh media coverage and increased sales and marketing collateral.

Media Watch

The right media coverage can boost your brand, reputation, your company’s credibility and set you apart from your competitors.

Using our MediaWatch service will enable you to take those first tentative steps to developing media relationships and raising your media profile and there is only a small fixed monthly fee of £99 + VAT for using this service.

After identifying your key target media we will carry out regular scans to identify media opportunities. Every week we will carry out a key word search of the media database to identify if there are any article writing opportunities for you. We would also look at inbound communications from media contacts to identify opportunities for you to comment in the media.

Once an opportunity has been identified we can then agree on how best to fulfil it. Again we like to be flexible and offer a range of adhoc services. We can work with you to polish your copy or we can create copy from scratch and make the approach to deliver the best results.

About Incognate

Incognate provides a wide range of business marketing services including copywriting, email marketing, telemarketing, website development and media relations. If you need to increase sales, communicate more effectively with company stakeholders, or raise your media profile – we can help you.



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