Digital Techniques and Technologies in Fashion Advertising

Lesson 8

Press Release - PR

A press release is a written statement to the media. It can announce a range of news items, including scheduled events, personal promotions, awards, new products and services, sales accomplishments, etc.

It can also be used to generate a feature story. Reporters are more likely to consider a story idea if they first receive a press release.

Press Release – Why?

- A press release is essential to get your story exposure. IF you got something interesting to tell, having some articles published by relevant publishers will boost SIGNIFICANTLY your outcome.
- Having it published by well-known publishers will also improve brand awareness and establishment.

PR – What should be in

- **Who?** Who are the key players — your company, anyone else involved with the product? Who does your news affect/who does it benefit?
- **What?** What is new?
- **Why?** Why is this important news — what does it provide that is different?
- **Where?** Where is this happening/is there a geographical angle/is the location of business relevant?
- **When?** What is the timing of this? Does this add significance?
- **How?** How did this come about?

PR - Headline

- It should be brief, clear and to the point: an ultra-compact version of the press release's key point.
- A bold headline also typically uses a larger font size than the body copy. Conventional press release headlines use the present tense and exclude "a" and "the", as well as forms of the verb "to be" in certain contexts.
- Capitalize first, extract the appropriate keywords
- Apply same rules as blog title
- To have a clearer idea, edit your headline at the end
- MAKE IT INTERESTING: Keep in mind that reporters get dozens, if not hundreds, of releases each day. Capture them

PR - Headline

launched on Kickstarter on Monday 20 April 2015 at 11 o'clock in EST time

UDOO Neo = Raspberry Pi + Arduino + Wi-Fi + BT 4.0 + Sensors

PR - Body

- Journalists are very busy (and sometimes lazy) and don't have time to research your company's big announcement, so much of what you write for your press release will be what the journalists use in their writeup.

- Be relevant, concise, factual.

- Avoid "Marketing Claims" like: incredible, amazing, fantastic etc. Facts speak for themselves

- Write like you're a journalist (...)

PR - Body

- Start with the date and city in which the press release originates

- The lead, or first sentence, should grab the reader and say concisely what is happening.

- The first paragraph (two to three sentences) should sum up the entire PR.

- Who, what, when, where, why, and how

- Keep it short (max 3 paragraphs)

PR - Body

- First paragraph: most important information. May be quite news-like in that it starts with a date or where the news is coming from.

- Second (and probable third) paragraph: secondary information. Should include quotes and facts.

- Boilerplate information: more on your company. Who are you, really? What achievements do you have? What's your mission?

- Contact information: more on the writer. If you grab someone's interest, they'll want to be able to find out more! Or invite to reply for more informations

- Multimedia: socials, website links, attachments

PR - Body

UDOO Neo merges the world of Arduino™ and Raspberry Pi with wireless connectivity and 9-axis motion sensors, providing a complete and easy solution to free your imagination, make your objects alive and create new smart devices and appliances from scratch.

Campaign Link: bit.ly/UdooNEO

On Monday 20 April 2015 SECO USA Inc. launched UDOO Neo on Kickstarter at 11 o'clock in EST time. UDOO Neo is a single board computer that embeds two processors in the same

PR - Body

UDOO needs the funds to keep the price low, this is the reason why it will be launched on Kickstarter. Right now, a $49 pledge is the minimum to get a UDOO Neo Basic and $59 to get a UDOO Neo. SECO aims to ship the boards to customers in September 2015.

Contact info@udoo.org for further inquiries.
www.udoo.org

PR - Body

- Quotes: remember that you're telling a story, and journalists love quotes from people involved.

- Quote 2 or 3 people, and try to describe in this sentences the message you want to pass

- Quote CEOs, relevant designers and VIPs

PR - Body

The first to be astonished by the overwhelmingly successful launch are UDOO Team members: "We felt immediatly a great interest for the NEO, but we weren't expecting such enthusiast reaction. This confirms that we're in the right direction: people are eager to get involved in the Internet of Things computing, and UDOO NEO seems their perfect companion" declares Maurizio Caporali, NEO's product manager.

PR - LINKS

- When submitting a Digital PR, links are gold.
- Avoid to use too many, we are not looking for SEO score
- Use one or two, and repeat the most important one at the beginning and the end
- Make them visible and clear
- Ask to include them in the article

PR – Images

- Attaching images is always a good idea
- Attach them separately into the mail
- If you want to add video, paste the URL inside the mail
- If you've plenty of them, use a zipped archive

PR – Timing

- You need to indicate at the top of the release whether it is for immediate release or under embargo and if so, give the relevant date.

PR – Timing – Immediate Release

- "Immediate" means that the information can be released as soon as it's ready to publish
- Take into account that the word immediate in the news world, will most likely mean a week or so.

PR – Timing - Embargo

- Embargo are most likely to work if you've a personal relationship with the journalist, or if your communication requires lot of parties involved to be effective (cross-marketing). Used also when you need a perfect timing, to maximize news exposure

- Embargoed PRs are frustrating for editors, and there's the chance that they'll never write about your story

PR – Formats

- Doc (yes, copy and paste)
- PDF

PR - Hook

- To be published, your PR needs to be "newsworthy".
- Find the "scoop" in your story
- Act like you must conquer readers
- Be brilliant

PR - Hook

launched on Kickstarter on Monday 20 April 2015 at 11 o'clock in EST time

UDOO Neo = Raspberry Pi + Arduino + Wi-Fi + BT 4.0 + Sensors

Launched on Kickstarter on Monday 20 April 2015 – Funded in 80 minutes

UDOO Neo = Raspberry Pi + Arduino + Wi-Fi + BT 4.0 + Sensors gets funded in just 80 minutes

PR - Hook

The groundbreaking Single Board Computer reached its 15k goal on Kickstarter in 80 minutes.

Campaign Link: bit.ly/UdooNEO

On Monday 20 April 2015 SECO USA Inc. launched UDOO Neo on Kickstarter at 11 o'clock in EST time, raising the 15k USD dollar goal in just 80 minutes.
The first to be astonished by the overwhelmingly successful launch are UDOO Team members: "We felt immediatly a great interest for the NEO, but we weren't expecting such enthusiast reaction. This confirms that we're in the right direction: people are eager to get involved in the Internet of Things computing, and UDOO NEO seems their perfect companion" declares Maurizio Caporali, NEO's product manager.

PR – Press Section

- Footer "PRESS" section
- Debated
- Should contain a PRESS REVIEW
- Should Contain a press kit (Latest product PR, images, Link and contacts in zip format)

PR – Press Section - nomia-nyc.com

PR – Press Section

SHOPPING BAG (0)

SHOP
SCARVES
JEWELRY
CAFTANS

STORY
BLOG
PRESS

PRINT ▼
2015
2014
2013
2012
2011
2010
2009
2008

WEB ▲

PEOPLE

INSTYLE   MAY 2015

PR – Press Section - isatapia.com

PR – Press Section - isatapia.com

COLLECTIONS

SS 2015
FW 2014
SS 2014
RESORT 2013
FW 2013
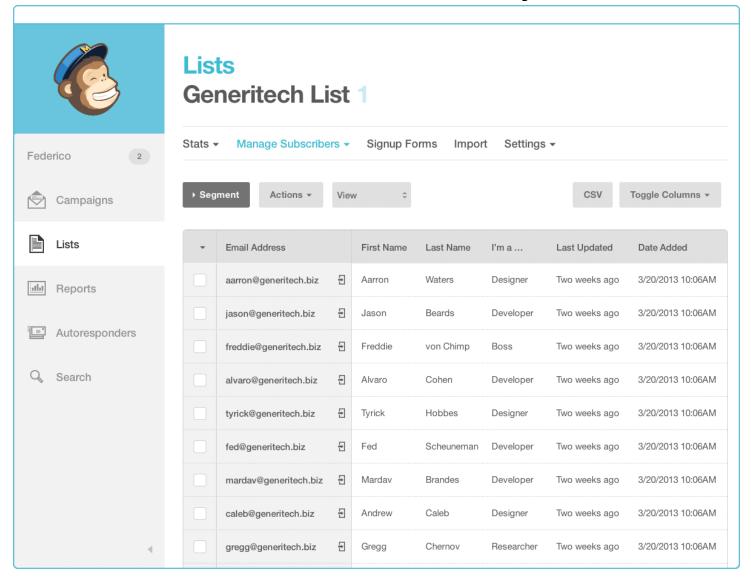SS 2013
FW 2012

INFORMATION

PRESS
CELEBRITY
STORES
CONTACT
SHOP

ARCHIVE

SS2013 / CAMPAIGN
SS 2013 / LB
FW 2012 / CAMPAIGN
FW 2012 / LB

Glamour Bulgaria
November 2014

PR – Delivery

PR – Distribution Services

- Before you build up your PRESS LIST there are services which allow to distribute your PR to relevant publishers

- They offer targetizations based on interest, activity field, preferred way to get contacted

- There are Free and Paid Services

PR – Distribution Services

- How to choose the best one?
- They should target your field of interest
- Quality of Database (ask for last update)
- Filtering capabilities (How good you can pinpoint your targets)
- Are they in SPAM lists?

PR – Distribution Services - FREE

- Prlog.org
- Newsvine.com
- 24-7pressrelease.com

PR – Distribution Services - PAID

- Prnewswire.com
- Cision.com