

MEDIAWEB

1-2-1

PERSONALISED PUBLICITY TO YOUR MEDIA WISHLIST

Our clients are not just looking to reach the largest number of journalists in the country, they are looking to hit specific targets. While widespread national coverage adds immense value and builds the brand in every corner of the country, strategically there may be a list of 10 focused media that your brand wishes to engage with. Enter the agency, Mediaweb 1-2-1.

Traditionally, the PR industry has earned itself a reputation for a lethargic, reactive and uninventive approach to execution. However, Mediaweb thinks ahead, devising a number of angles in advance, presented in a variety of different formats, in order to offer an editor a number of supreme quality, finished articles to choose from. These may include:

Announcements & media releases

Profiles of:
New products
People
The company

Product placement

Alignment with editorial calendars

Tipsheets & factsheets

Q&As

Regular columns

Opinion editorial

Media commentary

Surveys

One-to-one media appointments

Reputation management

PR THROUGH EVENTS

Launches and promotions

Industry events & exhibitions and speaking opportunities

Speed seminars & roadshows

ONLINE

Blogs, email newsletters, viral mailers



Turn Your News Into Publicity



Magazines



Radio



Newspaper



Online & Blogs



Television