

MEDIAWEB STRATEGY DIVISION



IS YOUR PR MESSAGE 'ON STRATEGY'? WILL IT ACHIEVE OBJECTIVES?

Over the years, we've been asked time and time again to devise strategies for our clients. 'How can our PR vehicle fit comfortably within a company's business and marketing strategy?' Enter 'Mediaweb Strategy'. Our trained strategists tune in with your marketing team, aligning with your business and marketing objectives, your positioning, and ultimately all other elements and channels within your marketing plan. With this focused knowledge we have a bird's eye view of how best to add value. This means we can chronologically time our releases and messaging with your annual activities,

HOW WOULD 'MEDIWEB STRATEGY' ADD VALUE TO YOUR CAMPAIGN?

1. **The Audit:** Firstly we perform a PR Audit to assess your needs as well as what the market and your competitors are saying and doing.
2. **Media Strategy:** We devise a media strategy to align with your overall brand objectives, and market segment objectives. We use a wide range of tools throughout the year, not just media release writing to create exposure. This may come in the form of events and sponsorships. This will create a focused filter for all future PR activity, ensuring results in the right area, and minimising resource and budget 'waste'.
3. **Reputation Management through Sponsorship & Event Investments:** We can provide additional input to maximise the return from sponsorships, CSI, promotions, and events, adding value in creative brainstorming, intelligent alignment and negotiation with event organizers to extract maximum value.



Turn Your News Into Publicity



Magazines



Radio



Newspaper



Online & Blogs



Television