



FOCUSED ON THE NEWS

How do we reach our customers in world-wide markets simultaneously at a reasonable cost?

How do we spread information globally about our services and products?

How can we enhance our existing marketing communications?

Our company's products are very complex – how do we communicate their benefits?

How can we build our brands and our profile when we can't afford to hire expensive PR and advertising agencies?

How could we get new sales channels interested in our products?

How do we increase product demand internationally?

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For any company, reaching out to customers is an increasingly complex and bewildering business. In today's world of global competition, it is vital that organisations find the right routes to their customers.

At News-Lab, we believe that a press release campaign is one of the most cost-effective ways of communicating a company's message. Properly focused, well written press releases can raise market awareness and strengthen a company's reputation, credibility and brand image.

This is why we are dedicated to creating successful international press campaigns tailored to your needs. **We plan, produce and distribute press releases designed to attract the attention of media world-wide.**

Importantly, we understand science, technology and business as well as having the journalistic skills to write to the standards expected by newspapers and magazines.

WHY A PRESS CAMPAIGN?

News-Lab's experience shows a press campaign to be an excellent marketing tool because it:

- **Supports and enhances** a company's existing sales and marketing activities,
- **Is a cost-effective way** to reach wide audiences,
- **Gains publicity** by serving the needs of media with carefully written and targeted press releases,
- **Raises market awareness** and strengthens a company's reputation, credibility and brand image,
- **Opens new sales** channels and other business opportunities,
- **Benefits** small to medium companies, in particular.

WHY NEWS-LAB?

The company is managed by business specialists with many years' experience of planning and executing successful press release campaigns. We use journalists and translators who have scientific and technical backgrounds as well as strong linguistic skills. This means we know how to produce and deliver press material that will interest editors and, ultimately, attract your customers.

Because News-Lab is a company with a focus on the news, we ensure that we take time to understand your business and seek out the most appropriate audiences for your press material from a database of over 150,000 titles. We take the long term view and support your company long after the press material has been distributed.

THE NEWS-LAB APPROACH

Every campaign starts with a **discussion**: we get to know your business and find out what your needs are. Together we work out the best strategy; find the interesting story and select target areas and audiences.

Following discussions with you, we **select the appropriate media** including newspapers, magazines and journals that are read by your customers. We select from a database of over 150,000 titles. Importantly, we take the time to hand-pick the media so that your message reaches the people who need to receive it.

In parallel, our writers talk your people and **prepare the press release**. This way you get direct and open access to the journalists who are going to tell your story.

International press campaigns need **to address audiences in their own language**. News-Lab uses highly experienced, technically oriented, mainly native translators who can make sure that your message is understood clearly wherever that may be.

Any news story can be enhanced by **a good illustration**. We help you choose the right pictures to accompany your press release material. If required, we can also help you with original photography.

We place all the press release material onto **a dedicated webpage for your company** designed for easy editorial use. There we maintain a library and archive of press release material and images.

Once the press material has been **sent out by post, e-mail or fax we keep track of the progress of the campaign**. News-Lab continues to **report back to you** as long as we get feedback.

Properly focused, well written press releases can raise market awareness and strengthen a company's reputation, credibility and brand image.

NEWS-LAB

– THE RIGHT PERSPECTIVE ON THE NEWS

News-Lab believes that companies benefit most from international press campaigns if they are planned as series over a period of time. In this way, sustained press coverage helps build and enhance awareness about a company, its products and services. We offer very attractive terms for subsequent press campaigns.

Contact us for further information about how we can help you make the headlines in the news.



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