

CURZONPR

GLOBAL STRATEGY & COMMUNICATIONS



BUYER'S GUIDE **MEDIA RELATIONS**

Our understanding of the media
is intimate and far-reaching.
There is no alternative.



EXECUTIVE SUMMARY

This document is designed to provide prospective clients with a short guide to a media relations strategy. It outlines the thinking behind the process, the process itself, the benefits, as well as the timelines and deliverables of an effective media relations campaign.

WHAT IS MEDIA RELATIONS?

- Media relations is a specialised skill within the PR/communications sector for liaising with the media. Ultimately, via digital media as well as traditional platforms, it has the potential to inform anyone you are seeking to reach or influence of your achievements, mission, values, policies and products.
- Media relations differs from direct forms of advertising and marketing in that it is focused on gaining third party endorsements for your brand's products and services – with the third party (usually a journalist or key influencer such as a blogger) disseminating this endorsement to the public. In contrast to advertising or direct marketing, communicating through a journalist or the media provides valuable and sought-after credibility that other forms of communications cannot match.
- Although media relations is more authoritative than an advertisement or a brochure, media messaging does carry particular challenges. Some lie in knowing what the media wants and in working with journalists and media commentators to present images, ideas and information accurately and fairly.
- The news media cannot be controlled - they have the ultimate say over whether the news or feature angle you put to them is of interest to their audience. This is where our expertise lies, as we create strategies for profiling your brand via highly effective media campaigns.



WHAT IS MEDIA RELATIONS?

- Media activity should be a part of your communications strategy, which, in turn, should be directed at specific audiences. This level of targeting requires a clear understanding of your organisation's mission, sales and marketing objectives.
- The following factors also shape the media relations function:
 - The type of organisation represented by your brand
 - Whether your organisation is public or private sector
 - Potential media interest in your products and services
 - Potential media and investor interest in your corporate performance
 - Your senior management's expectations of the media relations role.



HOW DOES MEDIA RELATIONS BENEFIT YOUR BRAND?

- Good media relations are important to your brand, because third party endorsements are usually more effective than advertising in establishing a reputation for what you are trying to promote.
- Gaining press coverage for a media relations campaign is visible evidence that your message is interesting enough to be the focus of a newspaper or magazine article/feature - and, therefore, to the public.
- Skilful media relations get your brand's name into the public consciousness and inform consumers of your brand's products, services, mission, values and identity via media channels that they trust.
- An important aspect of media relations is the maintenance of long term relationships with journalists and media outlets. Maintaining these relationships offers many advantages to a brand. These are relationships that Curzon PR has carefully built and nurtured since its foundation.
- In summary, the main advantages of media relations over advertising are:
 1. There is more credibility in positive media coverage than with paid advertising owing to the implied third-party endorsement of the brand by a journalist or key influencer.
 2. The cost of coverage in the news media is substantially lower than the cost of advertising.
- Positive publicity, through the implied third-party endorsement of a journalist, quoted source or key influencer can strengthen significantly the credibility of your brand.



THE PROCESS-STAGES

● STAGE ONE

- We will start with a strategy session to discuss your brand's products and services and your target audience.
- We will ask you for details about your brand and any plans or developments that can produce 'copy' for story angles we can pitch to the media.
- From this, we will produce a detailed campaign plan that will include:
 - Brand identity.
 - Key objectives.
 - Target audience.
 - Delivery methods.
 - Key performance indicators (KPIs).
 - Media angles.
 - Project timelines and milestones.

● STAGE TWO

- We will use the chosen angles to create pitches to relevant media. We will keep you informed of developments and interest across all media 'leads'.
- At this stage, the media will likely ask for further information about your brand. This may be provided in the form of an interview or questionnaire response.
- We will then prepare media releases, opinion pieces, features, news stories, thought leadership statements and content for broadcast opportunities. As soon as this is approved by you, we will send it to relevant leads.
- Your review at the end of this phase will comprise:
 - A media relations brief.
 - KPIs.
 - Pitch angles.
 - Leads.
 - Media coverage.
 - An inventory of all media releases, features and other forms of content prepared and disseminated.



- **STAGE THREE**

- We will continue to pitch stories from the media plan. We will also monitor all digital media coverage and send it to you to be uploaded to your website.
- At the end of month three we will send you an initial quarterly review summarising all activity and coverage achieved.

- **STAGE FOUR**

- As well as meeting the objectives of the strategy, we will continue to support the campaign via updates, quarterly plans and reviews.
- At the end of each quarter we will meet with you to review your account activity and plans for the next quarter.
- In the last month of your campaign we will send you a final evaluation and end-of-project report.



HOW DO WE MEASURE SUCCESS?

- The quantity of media coverage
- Quality and relevance of media coverage
- Circulation and readership
- The number and quality of journalist meetings and strategic introductions
- The sentiment and tone of media coverage
- The increase in member enquiries and conversion
- Key message tracking
- Competitor benchmarking
- Enquiries and web traffic



DELIVERABLES

- At Curzon PR, we have a target-driven media relations approach for every campaign we undertake. Our design methodology for each campaign, its deliveries and goals is a bespoke process tailored to each client. It enables us to measure and appraise the value of our communications as well as return on investment (ROI).
- Our media 'points system' for editorial coverage draws on metrics and analysis, allowing us to derive a clear picture of the success of each campaign. This is a transparent, effective strategy for benchmarking our efforts, ensuring quality control and results delivery.

SPECIFIC DELIVERABLES

1. **Quarterly plans** outlining the angles that will be used to pitch your brand to the media.
2. **Quarterly reviews** summarising the coverage you have received with details of reader reach & KPIs.
3. **Press clippings** comprising immediate updates of coverage of your brand.
4. **Bi-monthly reports** summarising all activity on your account.
5. **End-of-project report** featuring all details of your campaign and coverage achieved.

NB

- Press coverage targets are defined according to territories and the level of investment in media relations.
- Coverage effectiveness is determined by points earmarked to particular publications (see our 'points system' on pp. 6-7).
- Value is determined by a range of factors including circulation, readership and Influence.
- Our KPIs are determined by the quality or level (tier) of publication in which your brand is featured, as well as the relevance of the publication to your brand. Our KPIs are set per quarter. This allows us to carry out necessary research associated with the campaign, background on the market and brand competition analysis.
- Our quarterly media plan shows you what we are pitching, the content of articles/features proposed, press releases in planning or due for release, approvals needed and the media coverage we intend to secure.

KEY PERFORMANCE INDICATORS

- Below are indicative examples of target publications.
- Following agreement, specific media targets will be determined during our initial strategy session.
- Curzon PR will work alongside you to define realistic targets that contribute to your key objectives.

FOR EXAMPLE:

BUSINESS & CORPORATE		
Tier 1	<i>Financial Times, Business Insider, Forbes, Wall Street Journal, Economic Times, Monocle, Fortune, Bloomberg Business Week, Reuters, BBC, IBT.</i>	4 points per publication
Tier 2	<i>Entrepreneur Magazine, Talk Business, Management Today, Business Traveller, Quartz.</i>	2 points per publication
Tier 3	<i>Business Matters, London Loves Business, The Best You Magazine, CEO Magazine, Business Zone, The Wharf.</i>	1 point per publication

CONSUMER		
Tier 1	<i>The Guardian, Huffington Post, Monocle, The Independent, The Sunday Times, BBC, Shortlist, Wallpaper, Metro, London Evening Standard, Le Figaro, The New York Times, Smithsonian, YOU Magazine – Mail on Sunday, FT Life & Arts, Esquire ME, Condé Nast Traveller, Daily Mail, AP, Press Association, BBC Radio 4.</i>	4 points per publication
Tier 2	<i>AnOther Magazine, The Culture Trip, BuzzFeed Mood Board Magazine, Russia Beyond The Headlines, The Reviews Hub, About Time London, The Londonist.</i>	2 points per publication
Tier 3	<i>Epicurean Life, Victoria, Belgravia Magazine, Kensington & Chelsea, VV magazine, Pulse UK, Barbican Life.</i>	1 point per publication

ARTS & CULTURE		
Tier 1	<i>CIELO Magazine, RA Magazine, BlouinArt Info, Cassone, ArtNet, Aesthetica, The Art Newspaper, Cultured Magazine, Today's Photographer International, Saudi Aramco World, Art + Info, Art In America, ArtForum, Artsy.</i>	4 points per publication
Tier 2	<i>Art Review, Fused, Art Quarterly, Exit, Cultured Magazine, The Culture Trip, Artists and Illustrators Magazine, Canvas Mag, FACT Magazine, Art Radar, AramcoWorld, ARTNews, MODERN Magazine, Tribune des Arts</i>	2 points per publication
Tier 3	<i>ArtRabbit, Artweek, Creative Tourist</i>	1 point per publication

LUXURY & LIFESTYLE		
Tier 1	<i>Vogue, GQ, Harper's Bazaar, Marie Claire, Tatler, Vanity Fair, Robb Report, Dolce, Islands, Yachts International, Forbes, FT How To Spend It, Architectural Digest, World Of Interiors, House & Garden, Departures, Telegraph Luxury, Harrods Magazine, Elle Decoration.</i>	4 points per publication
Tier 2	<i>Mayfair Times, Asian Wealth Magazine, Quartz, Elite Traveler, Quintessentially, Tempus Magazine, Brummell Magazine, Red, Stylist, Sphere Magazine, Yachts & Yachting Magazine</i>	2 points per publication
Tier 3	<i>Stoke Park Magazine, Black Card, Centurion, Epicurean Life, Kensington & Chelsea Magazine, Sloane Square, Belgravia Magazine, Chelsea Monthly, West London Living, Yachting Monthly</i>	1 point per publication

FACTORS BEHIND PRESS COVERAGE:

1. Editorial decision making and agenda setting by the media.

We do NOT have control over this.

2. Newsworthy client activity and existing client brand equity.

We do NOT have control over this either. When there has been little or no previous investment in media relations, results tend to be more sluggish.

3. Relationships and contacts with the top tier media.

We DO have control over this. We have experienced former journalists on our team, an excellent global media database and excellent contacts with journalists and key influencers.

4. Ability to extract from the client relevant and timely information which can be used for pitching angles.

We DO have control over this. Our expert team knows the angles that will interest the media. This is an area where the client can also exert influence by feeding us timely and relevant information at regular intervals.

5. Experience and proven track record in securing top tier press.

We DO have control over this. We have a proven track record in securing good press coverage. Our projects are headed by media professionals with substantial industry experience.

6. Client response times to media enquiries.

Journalists often give deadlines at short notice. Clients can influence coverage by responding quickly with copy approvals, also by rapidly accommodating interview requests. Broadcast media opportunities tend to materialise at particularly short notice.

NB

- Our fees are based on time spent and the expertise of the professionals working your account. The level of monthly fee determines the agency time allocated. Different levels of seniority in the team carry varying hourly rates and we work to ensure the right blend of expertise is allocated for maximum efficiency.
- A media relations campaign delivers more than just press coverage; it delivers press kits, strategy, key messaging, plans and the building of awareness around your brand. These are the foundations needed to achieve the right media coverage, which in turn yields the awareness, credibility and positioning critical to your brand.
- KPIs are for internal use and quality assurance only. They do not form part of your contract with us. KPIs are a benchmark we use to monitor our results against industry averages. Please note that actual results may be less or more than these targets due to the factors outlined above. Any shortfalls are listed in regular reviews so we can constantly improve our service and delivery to you.
- As stated above, there are multiple factors that determine an ability to secure press coverage and nothing is guaranteed. A media relations campaign is not suitable for every potential client and if we think you are better served by an advertising campaign – for all the associated shortfalls that we list above – we will advise you accordingly.



FURTHER READING

You can read more about Media Relations in our PR Insider Blogs

Media Relations | Why Traditional Media Still Matters in the Digital Age

<https://www.curzonpr.com/theprinsider/traditional-media-relations-digital-age-brand-performance/>

Media Relations | What Are The Benefits of Media Relations?

[curzonpr.com/theprinsider/curzon-pr-blog-benefits-media-relations/](https://www.curzonpr.com/theprinsider/curzon-pr-blog-benefits-media-relations/)

Media Relations During the Pandemic | 7 Types of Stories that People Want to Read Now

<https://www.curzonpr.com/theprinsider/media-relations-pandemic-stories-people-want-to-read/>

WHAT IS THE COST

All our projects are bespoke and priced accordingly.
To get further information please contact our Business Development
Consultant Bhavana Akella at bhavana@curzonpr.com
www.curzonpr.com

