



# TUD PR Services

GLOBAL PUBLIC RELATIONS AND CLIENT MANAGEMENT

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New York | London | Toronto | Dubai | Karachi

**TUD** offers PR for global brands and individuals who want to get talked about. We work with you, the media and your community to create a buzz that makes your Brand the talk of the town. We work on building opportunities for networking and on building a long-standing image. This typically includes:

**Personal Branding:** **TUD** helps in creating and building a client's individual profile in such a way that it gives maximum benefit to them, and discloses virally the information the client wants to be known.

**Brand Buzz Building:** **TUD** creates a buzz that attracts the target audience of the Brand and we work with media and communities in a way that they are engaged and invested in brand building in the long run.

**TUD's PR Services:**

- **BuzzSpeak:** a mutually consented list of words, phrases, the tone etc. that are associated with the Brand.
- **Strategies:** Lead course of action to achieve the goals and ensure all stakeholders are on the same page.
- **Media Partnership:** Instead of sending of press releases, **TUD** partners with the media in Brand Building. This ensures the Client gets maximum opportunities to appear in the media by being featured, getting reviews and interviews published.
- **Coverage:** We work with you to get your Brand featured in relevant media. We coordinate date and timings for such interviews. Global media coverage is available, if desired, including international press, company newsletters or industry digests.
- **Editorial Services:** **TUD's** award-winning writing team will compose press releases about things the client would want to bring media's attention to. This could be a product launch, a store launch, a new project etc.
- **Social Media engagement:** **TUD** also engages the audience through social media platforms like facebook, twitter, pinterest, Google Plus and YouTube. The use of social

media also helps in targeting the audience in any part of the world which comes in handy when the client is going global or is a global brand coming to Pakistan.

- **Point of Contact:** TUD will act as the point of contact for all press queries, reviews, interviews, profiles etc.
- **Buzz Portfolio** of tear sheets, press clippings and an accounting of sound bites and news reels for your Brand will be given to you upon completion of the contract.

### **TUD's Event Publicity Services:**

#### **1. Editorial**

- a. Creating and distributing a Press Release or we prefer a Teaser before the event so that the major aspects can be highlighted and communicated to the attendees
- b. Creation of a profile about the brand or client to make sure that the information that is shared is correct and controlled
- c. Composition and distribution of post event report highlighting all desired event information, guests and other features

#### **2. Consultancy/Advisory**

- a. Engaging a chief guest, if required
- b. Guest lists, if required
- c. International celebrities, if required
- d. Media Seating
- e. Engaging a Host for the event if required
- f. Photographers, as per the event requirements
- g. Advice on how to maximize press visibility and make the presence felt at the venue

#### **3. Implementation/Action**

- a. Marking and locking in a media partner or multiple partners for the event
- b. Creating "Whisper" kits to be distributed at the event. These will include both a hard and soft copy: CD's with pictures and a hard copy of the press release and

profile for instant access to information for the media. USB's can also be arranged, if required, as they are now the global media engagement trend.

- c. Registration and media handling on the day of event
- d. Invitation of relevant media to the event
- e. Seating arrangements
- f. Sit downs, if required
- g. Presence of multiple channels and multiple print media at the event
- h. Post event feedback
- i. Co ordination with photographers, bloggers and media post-event

#### **PARTNERSHIP TIMELINES**

**Project Based Contract: 6 Months**

**Profiling Based Contract: 1 year**

**Event Based Contract: 2 Months**