

PR Newswire®

Global Edition



PR Newswire:
A Use Case Guide on
Leveraging the Power of
Brand-Building Stories

Table of Contents

<u>A use case guide on leveraging the power of brand-building stories</u>	<u>3</u>
<u>Getting your story in front of the right audience</u>	<u>4</u>
<u>A global communications platform</u>	<u>5</u>
<u>Precision targeting and segmentation by industry, interest and location</u>	<u>6</u>
<u>Pre-qualified communities of interest</u>	<u>7</u>
<u>Connecting with your audience where they consume information</u>	<u>8</u>
<u>Guaranteed exposure across multiple channels</u>	<u>9</u>
<u>Guaranteed placement where your audience spends their time</u>	<u>10</u>
<u>Ensuring your story is credible and your brand stays reputable</u>	<u>11</u>
<u>A focus on the details</u>	<u>12</u>
<u>Mastering of cutting-edge tactics</u>	<u>12</u>
<u>A trusted source of financial news</u>	<u>13</u>
<u>Protecting your brand and your data</u>	<u>13</u>
<u>Showing stakeholders the impact of PR and communications</u>	<u>14</u>
<u>Visibility reports</u>	<u>14</u>
<u>Guaranteed views</u>	<u>14</u>

A use case guide on leveraging the power of brand-building stories

Press releases help you control the narrative about your brand. They're authoritative. They help your advocates, influencers and stakeholders separate the facts from the noise. And they're the go-to tool for launching new products, sharing big news and celebrating successes.

But getting your release onto the screens and into the inboxes of the people you want to reach isn't easy. In fact, it's an even bigger ask in this media-saturated world. Journalists rely on press releases more than any other content source to help them generate ideas, but with the sheer volume of daily news it's a challenge to capture their attention.

That's why the way you distribute news is so important. When you've got something important to say, relying on a trusted source to help you share the moments that matter can make all the difference in the impact and reach of your announcement. PR Newswire is the world's largest and most trusted content distribution network. It's your gateway

into a community of more than 440,000+ newsrooms, direct feeds and subscribers—including 270,000+ journalists and influencers and 9,000+ websites and digital media outlets. We offer the resources that can help you:

- Reach the right audience
- Engage your audience where it consumes information
- Ensure your story is received as credible
- Show the impact of your story

No one has more strategic communications experience and the resources to get your story seen by the right audience. PR Newswire's reach, expertise and precision targeting can help you build—and control—your brand on a global scale. When you've got something important to say, we don't just help you say it. We help you be heard. Here's a quick overview of how.



#1 Source
for New Content:
A Press Release

3,000+ JOURNALISTS AGREE¹

“

By partnering with PR Newswire, we were able to target and reach a specific audience, create multiple assets, and distribute our message using a true multichannel approach. We are pleased with the results of the campaign, and we hope that it continues to raise awareness about distracted driving and ultimately help save lives.”

KATHY LANE

Sr. Director of Public Relations
National Safety Council



Challenge: Getting your story in front of the right audience

Stories are powerful things. They can inform, motivate and inspire. They're an essential tool for building and managing a brand. But first they need to be seen and heard. And in a world flooded with breaking news, updates and alerts, it's harder than ever to get a story into the eyes and ears of the people you most want to reach.

In this era of always-on media, attention is an increasingly rare commodity. You're not just competing with other companies for market share—you're competing for mindshare in a world of distractions.

Solution: The combination of many distribution options, broad reach and precision targeting

Should your news reach the broadest possible audience? Or should you target the specific segments where it's most likely to resonate? In the current public relations landscape, the answer to both questions is a resounding “yes.” You need to reach the journalists, influencers and experts you know—and the ones you don't yet know. In other words, your audience can be virtually anywhere, and you need a critical mass of contact points to reach it—with the ability to zero in on specific contacts.

A global communications platform

It all starts with reach. When your news is ready for a global or national stage, PR Newswire offers the largest distribution network available anywhere. That means that your press releases earn the broadest possible visibility and that your messaging doesn't get drowned out or lost in the shuffle. PR Newswire's global audience of print, broadcast and digital journalists and influencers includes:

- 440,000+ newsrooms, websites, direct feeds, and subscribers at print publications, radio and TV stations, financial portals,

trade publications and other news outlets across the globe

- 12,000 digital media outlets
- 3.2 million global social followers

We also work directly with the largest affiliates and in-country news agencies in more than 170 countries working in more than 40 languages—we can reach your audience wherever they are. We know what makes newspeople tick. And we can help get your story in front of them.



Reach is critical to our big releases, which is why we use PR Newswire. Getting into niche publications—these are the news outlets and the local papers that a lot of our customers read.”

VP of Communications
Large Private B2C Company



Precision targeting and segmentation by industry, interest and location

Making a big impact is great. But sometimes you need a scalpel instead of a machete. If your news isn't relevant, it can become noise. If you're not generating interest, you risk being ignored. PR Newswire can also help you zero in on the audience segments that are predisposed to your news. You can choose from numerous curated newslines to tailor your distribution to a specific location/ geography (national, regional or local), industry focus (such as consumer, technology, energy or education, to name a few), or area

of interest. The journalists in our network cover more than 200 beats and verticals.

Relevance translates into readership. So, whether you're a mom-and-pop or a multinational, we'll help you reach the audiences that are most ready to sit up and take notice when you have something to say.

“

We are incredibly fortunate as a brand to have a skilled PR Newswire rep who has been a long-standing, tried-and-true partner for Chipotle. She has helped identify areas of opportunity to maximize visibility and engagement for our press releases. Together, we reviewed content, analyzed the performance of each announcement and discussed distribution strategies to institute best practices.”

ERIN WOLFORD
Vice President, Communications
Chipotle



Pre-qualified communities of interest

Whether your goal is a big splash or precision segmentation, you want your news to reach the journalists that you know will be interested. More than 290,000 journalists have already opted into PR Newswire's online community to have news delivered right to their inboxes. They only gain access to our real-time global news feed after we've fully vetted them. And just as important, they choose the specific types of news they want

to see, and we code the releases to align with their beats and areas of interest. Journalists see the stories that matter to their audience—and that direct relevance can translate into more pickup. Consistently staying in front of this captive audience is a secret to success and you can only get it from PR Newswire. Over 20,000 journalists, bloggers, and influencers have opted in to receive news releases daily distributed by PR Newswire.



290,000+

Journalists have opted in to receive news directly from PR Newswire

Challenge: Connecting with your audience where they consume information

All of us—including journalists, influencers and editors—are deluged with news, instant messages, alerts, email, social posts and there's no end in sight. At any time, a breaking story or trending topic can draw all the clicks and eyes away from your news.

Press releases are still the tool of choice to

generate media coverage for your brand. But even the most compelling stories and industry-shaking announcements can fall through the cracks. The way you package and where you showcase your story can be just as important to getting the engagement you want as its content and messaging.

Solution: A multi-channel communications strategy to get your story out

You can't just ask for attention. Sometimes you have to grab it. And that can mean thinking outside the text box. Journalists aren't just checking their email inbox for the latest press release—they're actively researching across multiple media channels—and so are your potential customers. Getting maximum exposure requires modern PR teams to utilize every available communications channel—including social.

PR Newswire's research shows that press releases with multimedia components draw up to six times more engagement than press releases with text alone. And in social media, video is king. As much as 50% of a user's time on social channels is spent watching video.² Meanwhile, 30% of journalists say they're using multimedia more than ever before.¹

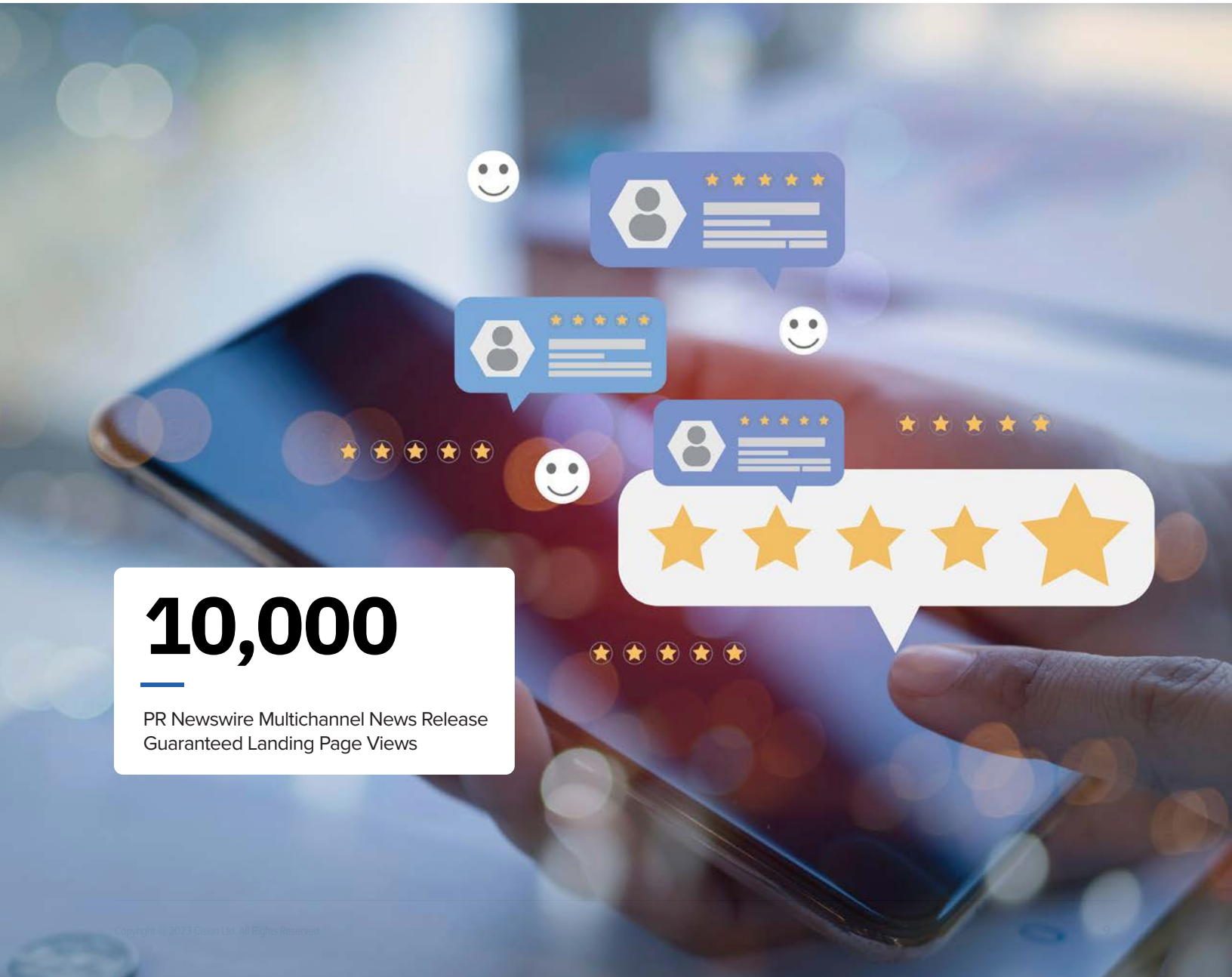
With PR Newswire, you can add photos, videos, logos, infographics and other multimedia content to your release—and share it via the industry's largest newswire. But you don't have to be a multimedia maven to make your news visually dynamic. PR Newswire is the only service with a dedicated in-house agency with both strategy and creative teams that can help you produce and distribute multimedia content that prompts clicks and drives engagement. Our award-winning team can transform your existing content—press releases, blogs, white papers and more—into video specifically curated for social feeds, guaranteed to drive more views and higher engagement on Facebook, Instagram and other platforms. How many views? Up to 250,000, depending on your needs.



Guaranteed exposure across multiple channels . . .

With PR Newswire’s Multichannel News Releases, you get something that’s virtually unheard of in today’s media world: guaranteed visibility. Here’s how it works: We combine your press release and up to six multimedia assets—video, images, audio and more—into a single, branded landing page experience exclusively dedicated to your story and message. A Multichannel News Release transforms your story into a powerful, sharable pitching tool that catches eyes and attention. Then we help you get the word out. We distribute your content across PR Newswire’s

audience-generating network—including national wire transmission to thousands of websites, media outlets, and journalists, with guaranteed placement on 200 local broadcast media websites. We also post your video to YouTube, Vimeo or the portal of your choice so that it’s visible to anyone anywhere in the world. You get 10,000 guaranteed landing page views plus the option to add on guaranteed paid placements for 150,000 impressions. You can also add interactive components to really boost engagement.



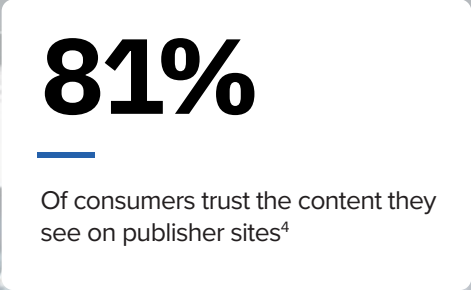
10,000
PR Newswire Multichannel News Release
Guaranteed Landing Page Views

... And guaranteed placement where your audience spends their time

PR Newswire can take your comms strategy beyond the press release through our Guaranteed Paid Placement offering powered by Nativio. Through this exclusive partnership, PR Newswire can turn your press releases into sponsored content that will appear on the websites your audience prefers. Rather than searching for someone with a media relationship at the publication you want to reach or relying on the chance of a journalist picking up your story, you can secure a prime spot in the media real estate your audience

regularly visits—even in top tier publications.

Paid placements seamlessly integrate into a publisher’s news feed by matching the look, feel and subject matter of the website that readers are browsing. It’s a great strategy for merging your brand with the publication brands your customers’ trust. One survey found that 81% of consumers trust the content they see on publisher sites.³ Guaranteed Placement makes your story a seamless component within a credible, trusted context.



We chose to utilize Guaranteed Paid Placement to overcome the challenge of securing earned editorial coverage for brand contests, which are difficult to achieve. Guaranteed Paid Placement helped us secure national level placements targeted specifically to the brand’s industry, increased overall awareness, contest entries and drove high-quality backlinks to the brand’s website.”

JENNIFER DONAHOE
PR & Social Media Account Director
Planit Agency



Challenge: Ensuring your story is credible and your brand stays reputable

The modern media landscape is undergoing a credibility crisis. It's harder than ever to differentiate credible news. In a recent survey of journalists, respondents identified "Maintaining credibility as a trusted news source and combating accusations of 'fake news'" as their top challenge.¹

The word "trusted" is key. It can take years to build a reputation based on trust, and just a few

minutes to lose it—especially when anyone can generate content at the push of a button. The media world is now the equivalent of the Wild West, and everyone is packing a chatbot. But there's still no substitute for experience and expertise. There's no algorithm that can earn you credibility. Trust matters more now than ever. And where you distribute your content is almost as vital to your success as what you say.

Solution: PRN Customer Content Services and 70+ years of proven expertise

Credibility isn't an on-demand product. You can't manufacture it. You have to earn it. PR Newswire and our Customer Content Services (CCS) team have spent decades building a reputation for white-glove service marked by quality, accuracy and reliability so that we can deliver a trusted

communications platform for our clients. Our credibility isn't just a differentiator for us. It's a differentiator for any organization that publishes news via PR Newswire. Your audience already knows that the stories that appear on PR Newswire are the real thing.



Credibility is job #1

Journalists identify maintaining credibility in a world of fake news is their top challenge.¹

A focus on the details

Our CCS team is staffed with editorial experts with an average of 12+ years of experience, available to you 24/7/365. A transposed number, a dangling participle, or a misplaced

comma can be more than embarrassing. These can also hurt your brand. Our editorial team's reviews have a 99.8% accuracy rate. And they still aren't satisfied.

A mastery of cutting-edge tactics

PR Newswire's CCS team can also counsel you on the search engine optimization (SEO) tactics and distribution best practices that help your story break through the noise and get noticed. In 2022, we worked with more than 45,000 clients on improving distribution. We also offer guidance on the use of compelling

multimedia, crafting attention-grabbing headlines and formatting content for better readability. In short, we have the knowledge and skills that make it easier for audiences to find our clients—and make it easier for our clients to find their audience.



A trusted source of financial news

Investor relations is a unique breed of communications. It's part public relations, part regulatory disclosure. And it demands a laser-focus on accuracy and consistency. PR Newswire can help you combine PR and IR into a single, streamlined workflow that helps you save time, reduce risk and maximize the visibility and reach of your material news.

We offer curated lists of 100,000+ buy-side and sell-side analysts and portfolio managers from 22,500+ financial institutions covering 34 industries worldwide—without a separate outlay for investor targeting. You can also publish your news to 4,000+ financial, news and research websites—including Yahoo! Finance, Benzinga and Insider—via PR Newswire's comprehensive full disclosure networks.

Protecting your brand and your data

The experts at PR Newswire don't just help protect your reputation. They also protect your data and privacy. Our service complies fully with SOC 2 Type II—the industry's most comprehensive and highest standard for security. Every PR Newswire account is vetted and equipped with Okta's multi-factor authentication.

PR Newswire has earned the distinction of being a trusted source of information, so you have a reputable platform for telling your story. And the results speak for themselves. The media sources PR Newswire content 32% more often than content from the nearest competitor.⁴ It's where more journalists turn to get the news on your brand, which helps you stay in control of your image and reputation.



Challenge: Showing stakeholders the impact of PR and Comms

Executives expect results. They're on the hook to document performance, and they expect their teams to give them the data they need to define and refine strategy. But historically, PR teams have struggled to deliver the level of accountability that stakeholders demand. Does a story reach the audience it needs to reach? How many people actually see a story? What is the impact of news on the industry, the market, and the public at large?

The answers haven't always been clear. And that has led some C-suite leaders to question the value of PR and communications—and tighten budgets accordingly. Today's PR teams need to demonstrate ROI and measure performance so they can justify their spending. Just as important, they want the data-driven context to help them develop the best possible strategies for making the biggest possible impact.

Solution: Demonstrable and measurable ROI

You can't improve what you don't measure—PR Newswire gives you the metrics you need. Our reports show exactly where your news resonates, so you can refine strategy, make the most of your PR budget and improve your accountability with clients, stakeholders and decision makers.

Visibility reports

With PR Newswire's Visibility Reports, you get a detailed analysis of the impact of every story—with the actionable insights that help you define, adjust and refine your strategy. You can monitor:

- **Pickup:** Track the websites that placed your press release.
- **Traffic:** Capture the total online visibility of your news.
- **Audience:** See a comprehensive breakdown of publications and journalists in your target audience.
- **Engagement:** Monitor click-through rates, shares and downloads for your press releases and any assets distributed with it.

Guaranteed views

Our solutions for guaranteed views take the guesswork out of your PR strategy. With Multichannel News Releases, you get a branded landing page that combines paid, owned and earned media strategies to deliver 10,000 guaranteed landing page views. Social video offers different levels of guaranteed views—50,000, 100,000 or 250,000—depending on your needs. And with Guaranteed Paid Placement, your content benefits from placement in the publications that deliver the exact audiences you want—with a cost per thousand view guaranteed from 30,000-500,000. Each of our guaranteed view solutions provide you with guaranteed ROI.

PR Newswire: Reach, precision and engagement for the moments that matter

When there's a moment that matters to your brand, you want to share it. PR Newswire can give your story the reach, visibility and engagement it deserves—and connect you with the journalists, influencers and media outlets that can help you amplify your story and build your brand.

And we don't just help you broadcast a story. We help you understand and maximize its impact. We can put our decades of credibility

and expertise to work to help your story stand out and get noticed. We're your gateway to 440,000+ newsrooms, websites, direct feeds, journalists and influencers, and we have the know-how to help you improve engagement with your message in today's always-on, always-evolving media landscape.

We've given you a peek. Connect with us for the rest of the story.

Get Started

REFERENCES

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3. Digital Content Next, 2021
4. Semrush, April 2023

About PR Newswire

PR Newswire is the industry's leading press release distribution partner with an unparalleled global reach of more than 440,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. From our award-winning Content Services offerings, integrated media newsroom and microsite products, Investor Relations suite of services, paid placement and social sharing tools, PR Newswire has a comprehensive catalog of solutions to solve the modern-day challenges PR and communications teams face. For 70 years, PR Newswire has been the preferred destination for brands to share their most important news stories across the world.