



INDUSTRIAL NEWS SERVICE : THE EFFECTIVE PROVIDER OF B2B PRODUCT AND COMPANY INFORMATION

The press release is the primary instrument of Industrial News Service for conveying Your message to the decision-makers in industry and commerce

As such, the subject matter of a press release can be almost anything. The topics range from political decision making to personal news promulgated by the press agent of an international celebrity.

Here, at INS, we are first and foremost referring to the press release dealing with the strategic release of information about a company's products, innovations, services, and events. The breaking news of key products, product development, and other corporate milestones are of main concern for us. We are there when a company wants to launch a new product line or in some other context wishes to achieve visibility and renown.

The press release and the advertisement

Some people seem to think of the press release as a complement to paid advertisements. On a practical plane such thinking has validity. Both items are customarily developed and published at the same time for a given subject. But they represent radically different communicative qualities.

Of course, the press release, as opposed to the paid advertisement, carries no guarantee of being publicized to the sought-after extent. But when it is, the quality of the visibility takes on a wholly other dimension: credibility. Publication in an

important trade magazine also indicates professional acceptance and respect, and enhances your profile in the business.

The significance of a press release in the printed trade press

Anyone can pay for an advertisement, also in the professional media. The publication of a press release in a recognized trade magazine, however, means that a professional editor in charge of a given specialized field has adjudged the product news at issue as worthy of being the topic of an article in his or her B2B publication. For the informed reader this selectivity means the world of a difference.

To quote a survey carried out by Ipsos Media in December, 2006: "Despite the internet, senior business leaders across Europe continue to read business magazines, with a number of titles experiencing big gains" (The EBRS survey was created by Ipsos in 1973 and is carried out across Europe every two years).

All comparisons we have made point to the paper version being as much as ten times more effective than an exclusively electronic campaign. Research done in June, 2007 by the *Financial Times* and Doremus indicates that senior executives from around the world prefer print over online as a trusted source of information and for in-depth analysis. According to the study 59 per cent say they trust print over online sources of information, and 64 per cent said that they pay more attention to

print ads than online ads. The study also found that 60 per cent of executives turn to print when they want in-depth analysis. When asked to respond to the statement, "Print media are becoming obsolete", 73 per cent of senior executives disagreed.

The text and its quality

The reference above was to articles, and that is exactly what the press releases issued by INS are; articles in their own right. The INS press release will not and cannot be written in the way a public relations representative or salesperson would choose his or her words. If nothing else, such a text would never stand a chance of being published. The press release must have both journalistic and professional value.

At INS this sort of professionalism is guaranteed by the choice of well established authors for the respective industrial field. Specialized technical translators then take over, as we always send our releases in the language of the journal in question. Other options would be unthinkable; no German or Spanish magazine would ever consider having a press release translated by their own staff.

The realization of the campaign

The concrete application of these principles discussed above, in the case of INS, begins by inculcating the different INS team members with the specialized knowledge about an orderer's product. Then, the INS staff members get to know the profile and *modi operandi* of the client company. It certainly is not only the writer of the

actual text who needs to know the product intimately; the success of the campaign is totally dependent on an expert choice of media. As a rule, such candidates for publication are field-specific technical magazines and journals.

Our media department has at its disposal a database consisting of over 40, 000 media entries, where the search takes place at the initial stage with the aid of subject matter codes. Subsequently, each magazine is then investigated by our media team to establish the relevance to the matter at hand.

INS's every campaign is a tailor-made solution

The principle of tailor-made solutions is applied at all stages of the press campaign planning and executing processes. So, based on the information supplied by the client company, the writer and the media department work in concert, interchanging information, and consulting with the client to glean additional supporting facts.

Every time an item, i.e. text, translation, or media-list by country, is prepared, it is sent for approval and revision to the client – the aforementioned frequently consulting its own representatives and contacts in the respective countries for these different tasks.

Distribution

The final stage then is the distribution. As a general rule everything is sent by mail, so as not to compromise the meticulous preparation by the INS team. By this measure, we minimize any risk that the

recipients will not receive the work.

For instance, the client could end up discarding the press release, either through the operation of automatic blocks in the e-mail, or some other more or less intentional action. The mere overabundance of the e-mail flow can be enough to cause the disregard and even deletion of your relevant mail – everybody knows that by now. By using the traditional postal distribution system, we make sure that the targeted editor receives and reads our release. Communication by e-mail is also useful, mainly at the stage when the editor has decided to publish and wants to download the texts and pictures.

Price

The price of a campaign is naturally determined by the scale of the campaign, particularly by the number of countries chosen for publication and the amount of journals involved.

For more information, please go to www.ins.fi.