

**Industrial News Service – INS Oy/Ab**

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**Press campaigns attract publicity,  
contacts and customers**

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## How does your company benefit from a press campaign?

The Ancient Chinese sought the Philosopher's Stone, Lapis Philosophorum, something they believed could turn base metals into gold. Today companies seek that secret ingredient that can turn their communications activities into successful marketing campaigns. The answer is simple. Careful planning coupled

with the application of a versatile marketing tool can increase the amount and quality of publicity achieved for companies and their products.

The concept that can transmute a message into a successful marketing tool is a well-tailored press campaign.

### Press campaigns support company marketing by...

#### ... supplying information

A press campaign is an effective way of giving information on a new product or service, however sophisticated the message.

When a company is expanding into new markets, either at home or abroad, a press campaign can be used to provide the market with comprehensive information about a company and its products. At the same time, the campaign can support sales in existing markets or strengthen a company's image.

#### ... targeting messages

Information about a press campaign is always offered to media specifically selected according to the particular topic and tailored to editors' needs and perspectives.

Professionals in various fields and special groups who are the target of marketing activities are reached through professional journals. The public is at large reached through the general press.

#### ... by reaching the readers over and over again

The editorial content of publications is usually monitored more closely and regularly than the content of advertisements. Readers are used to using magazines to get information – they know by experience that they will find what they are looking for.

The price of contacting the right target group through a press campaign is highly competitive. Readers are reached over and over again at a very reasonable cost.

## INS at your service

Industrial News Service – INS Oy/Ab plans and carries out international and national press campaigns for its customers.

INS provides support to customers' marketing activities. At the same time, we assist media representatives in their work. Our expertise has resulted in publicity for our customers in the international press for 30 years now.

### INS' press campaigns comprise six services:

#### Planning

- We evaluate news stories about the company and draw up a campaign plan.
- The plan is developed in co-operation with the customer. It is based on the company's objectives established through its marketing department.

#### Implementation

- We write news in the form of press releases or articles.
- Press releases are published according to the interests and needs of the media target groups. In the right format, significant press interest can be generated even for relatively moderate news content.

#### Translations

- INS' translation service covers the world's most widely spoken languages.
- Press releases are always delivered to the international press in the language of the particular publication.

#### Photo material

- We organise photo shoots for the press and provide assistance in selecting photo material.

#### Media selection and dissemination of material

- We have data on 45,000 titles in 160 countries.
- Press release material is sent to the selected media target groups by mail, fax or e-mail.
- Our press releases are published on our website, which hosts the INS Press Club – a modern news agency for international editors.

#### Follow-up

- Customers are provided with follow-up information for every campaign that we organise.