

PR @ THINK

When you have news in your company that you want to shout about, it is often very hard to get any kind of coverage without the help of a PR agency, or for the very lucky – with the help of a contact in the media. THINK has PR expertise especially for companies in this position. We provide a cost efficient news release to cater for those who do not have the resources or contacts to do it themselves.

How it works:

- You meet with a THINK representative to discuss what you need: What do you want to say? Who do you want to say it to? Why is it important? Sometimes something that you feel is newsworthy and interesting, may not appear so to the wider public.
- The THINK team will then take your brief and get to work on creating a snappy, newsworthy release that will work hard for your business.
- From our meeting, we will have a list of publications that will become our target press list.
- Once the news release has been approved, our team will send the release to the news-desks of the relevant publications. Follow-up calls will then be carried out to ensure that the release has been released.
- We will have a dedicated spokesperson assigned to receive any calls about your release so that all questions can be answered promptly and accurately.

The World of News Releases

There are no guarantees of coverage when sending in a news release due to the sheer volume of releases that arrive at news-desks every single day. By having a professional PR executive write the release, you increase your chances of coverage straight away. Between our style of writing and list of contacts, your news release is stronger and automatically reaches the right person at the right time.

While there are no guarantees of getting coverage, at THINK we have an excellent track record in landing releases. Our team always strives to get your company news out there, and will ensure that your release works hard to get noticed.