

*The history of a leading brand  
always begins with a unique idea.*

*But even the best ideas  
need someone to guide them to the right way...*

*...to make vision become reality.*

# Offer of Royal Brand Public Relations

## Table of contents

<b>About us</b>	<b>02</b>	Royal Brand PR
	<b>02</b>	Our mission
<b>Public relations</b>	<b>03</b>	Media Relations
	<b>03</b>	e-PR
	<b>04</b>	Corporate PR
	<b>04</b>	Internal PR
	<b>05</b>	Brand PR
<b>Cooperation</b>	<b>08</b>	Why Royal Brand PR
<b>Contact</b>	<b>08</b>	Contact data

## Contents

## **Royal Brand Public Relations**

### **Changing visions into reality**

We have the pleasure of presenting you Royal Brand Public Relations Agency, which was established in order to diligently and thoroughly build brands of our clients and partners. Our wide experience in communication allows us to effectively create public image of companies.

Royal Brand offers comprehensive public relations strategies adjusted to particular needs and expectations of our clients. We select the best possible solutions that build credibility and desired public image of our partners in order to reply to the present market challenges.

Royal Brand creates high quality, extensive and integrated promotion strategies of companies in order to maximize benefits from new business partners and customers.

## **Our policy**

### **Individual Approach**

We individually adjust every activity to the particular needs, expectations and profile of our clients. We create tailor-made offer for every customer according to his needs with a bit of our fantasy.

### **Education**

We support our work with experience, simultaneously seeking new, better solutions. We improve and develop our offer in order to be up-to-date with new trends and current market challenges.

### **Credibility**

We present of our clients as reliable business partners and employers. Since we claim responsibility for all announced content, we publish only proven and reliable information.

### **Coherent Communication**

We do not offer promotion tools on random. We create and implement consistent communication strategies that are based on market and company profile analysis.

### **Long-lasting Relations**

Appropriate communication is a pillar of every relationship. We constantly inform, motivate and negotiate to build sustainable business relations of our clients.

## Media Relations

Appropriate media campaign planning and building permanent relations with journalists are keys to creation of positive public image. Royal Brand PR offers comprehensive Media Relations services using wide experience in working with journalists and publishers in order to effectively create public image of our partners in mass-media.

- Media planning and media campaigns consultancy
- Creation and editing of press releases, communicates, news, articles, interviews etc.
- Creation of sustainable relations with journalists and publishers
- Establishment and service of press office
- Organization of press conferences and press breakfasts
- Media monitoring

## e-PR

Using modern technologies and sophisticated web-based solutions is essential to reach growing virtual Internet society accustomed to acquire "real time" information. Royal Brand PR uses a variety of Internet tools and personally developed web solutions to promote public image of companies in Internet.

- Creation of Internet promotion strategy
- Media Relations activities in Internet
- Establishment and service of Internet press office
- Creation of E-newsletters, company's blogs
- Monitoring of Internet resources

## Corporate PR

Desired public image of a company is not only a result of putting a bright idea into effect. Present-day market challenges require complex analysis and comprehensive communication strategy which are the basis of a vision and unique identity.

- Communications audits of companies
- Creation of comprehensive communication strategies
- Creation of Board of Directors' image
- B2B communication
- Community relations

## Internal communication

Communication of a corporation with its business environment should begin inside a company. Building sustainable relations between a company and its employees from the moment of recruitment to long-lasting cooperation is the strategic goal of every modern corporation. Royal Brand PR offers high-standard consultancy and well-tested solutions in building appropriate labor culture and implementing of coherent internal communication strategies.

- Creation of comprehensive internal communication strategies (company's mission, idea, philosophy etc.)
- Loyalty programs, bonding events
- Company's publishing materials (company's newspapers, bulletins / magazines, newsletters, blogs, web pages)
- Special events / events for employees (open days, trainings, conferences, bonding events etc.)

## Brand PR

How to create a new leading brand and make it prominent on the background of competition? Royal Brand PR uses wide experience in brand communication, consumer surveys and market analysis to develop and implement complex and consistent brand strategies.

- Consumer surveys
- Comprehensive brand creation consulting
- Launching of a new products
- Support in brand communication
- Special Events
- Luxury Goods Public Relations

## Why Royal Brand PR?

- Comprehensive Public Relations services
- Highly trained and experienced professionals
- Free of charge media monitoring
- Tailor-made offers
- Wide experience in all business sectors
- Long-lasting cooperation with journalists

## Contact data

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