

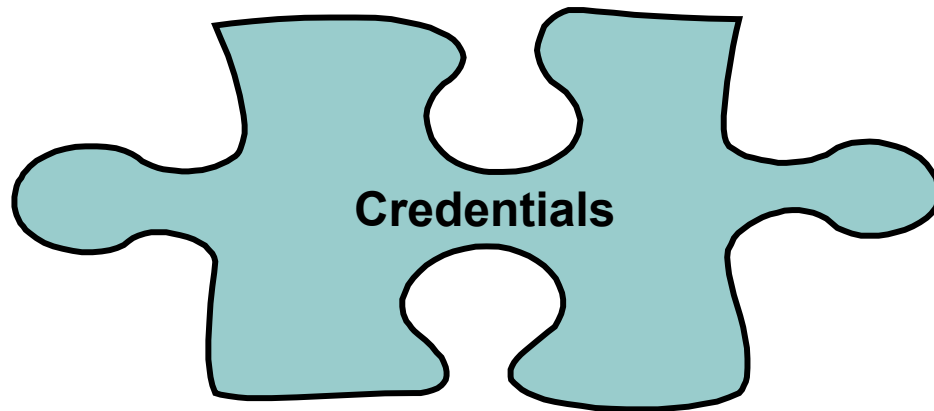


# QUORUM PR

## **Credentials**

Milan, *December 2009*

# Influencing Influencers





# Current Clients

- ▶ **Buongiorno** mobility applications and solutions
- ▶ **Herzum** enterprise software
- ▶ **TippingPoint** enterprise Security Solutions
- ▶ **MEF** networking
- ▶ **DG Line** Web 2.0 solutions
- ▶ **Forti** consumer electronics distribution
- ▶ **Magirus** value added distribution
- ▶ **OpenOffice.org** office suite (pro bono)
- ▶ **SuperCluster** high availability server
- ▶ **Yacme** software development
- ▶ **Survey.info** online polls & surveys

# Past: Computer



**MOTOROLA**



**COMPUTER  
DISCOUNT**

la catena italiana  
dell' informatica



# Past: Peripherals



**BARCO**

**US Robotics**

**imation**

**MICROTEK**

**QMS**

**AGFA** 

**PLANTRONICS**

 **Labtec**

**Logitech**

 **Hayes**<sup>™</sup>  
A Division of Zoom Telephonics, Inc.

**WACOM**<sup>™</sup>

**Tektronix**





**APC**<sup>®</sup>  
American Power Conversion

# Past: Software

**Borland**<sup>®</sup>

 *MetaCreations*

**POWER**  
*QUEST*

  
**COREL**<sup>™</sup>

**Entrust**  
Securing the Internet

  
The Power of Now<sup>®</sup>

**Novell.**

  
macromedia<sup>®</sup>

  
mapics<sup>™</sup>

  
A R I B A<sup>®</sup>

  
**Adobe**

  
*Sun*  
microsystems

# Past: Networking



CISCO SYSTEMS



**ENTERASYS**  
NETWORKS™



3COM

**HUGHES**  
NETWORK SYSTEMS

**NORTEL**  
NETWORKS™



# Past: Other Hi-Tech

**smau**

 **TEXAS  
INSTRUMENTS**



senDō™

**Liebert  
HIROSS**

**Cyrix**  
*Advancing the Standards*



**Kodak**



**intel**®

**SIEMENS**

# Past: Others

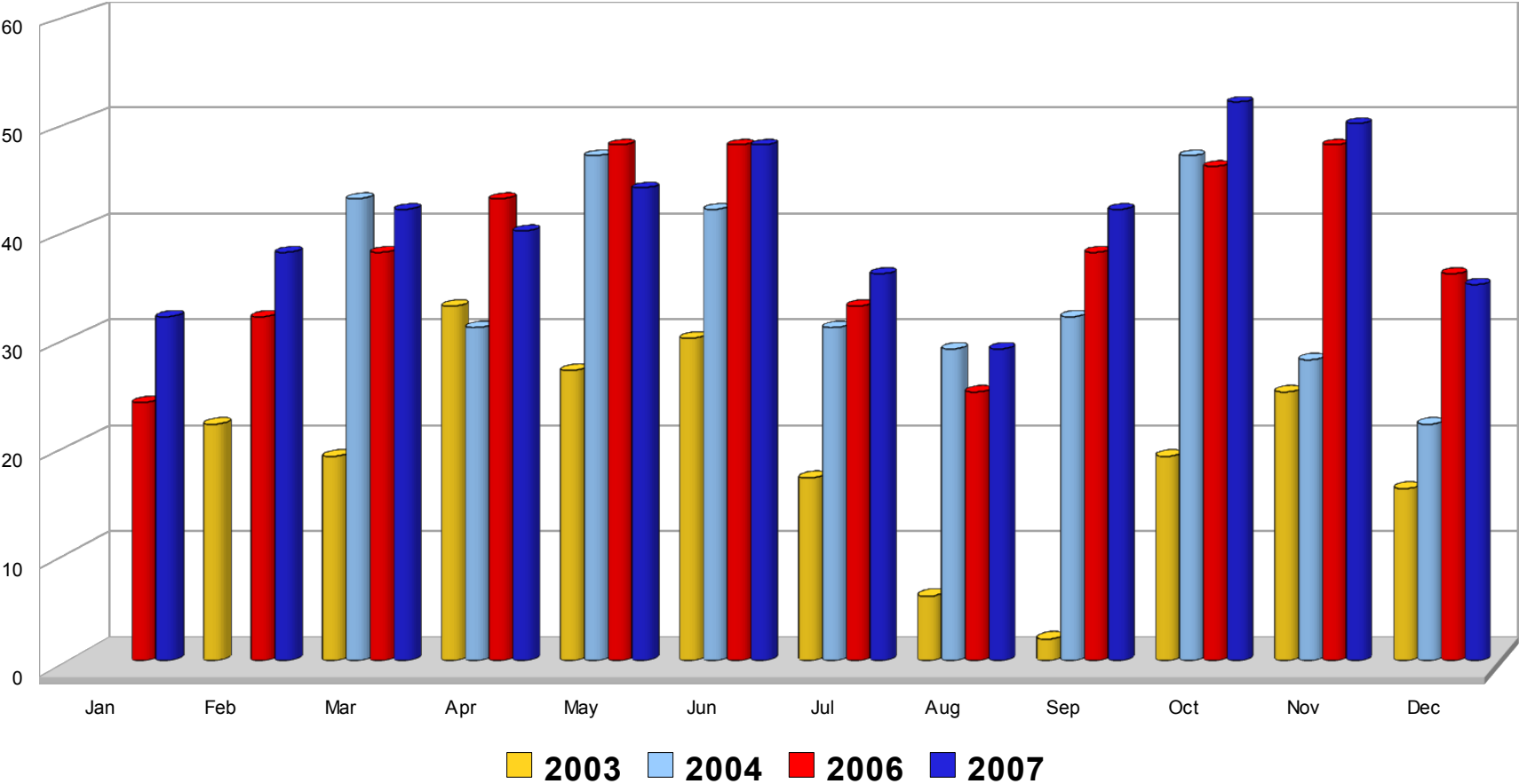


**Touring Club Italiano**



# Motorola Business (Quorum client since 2004)

### Press Clippings Motorola



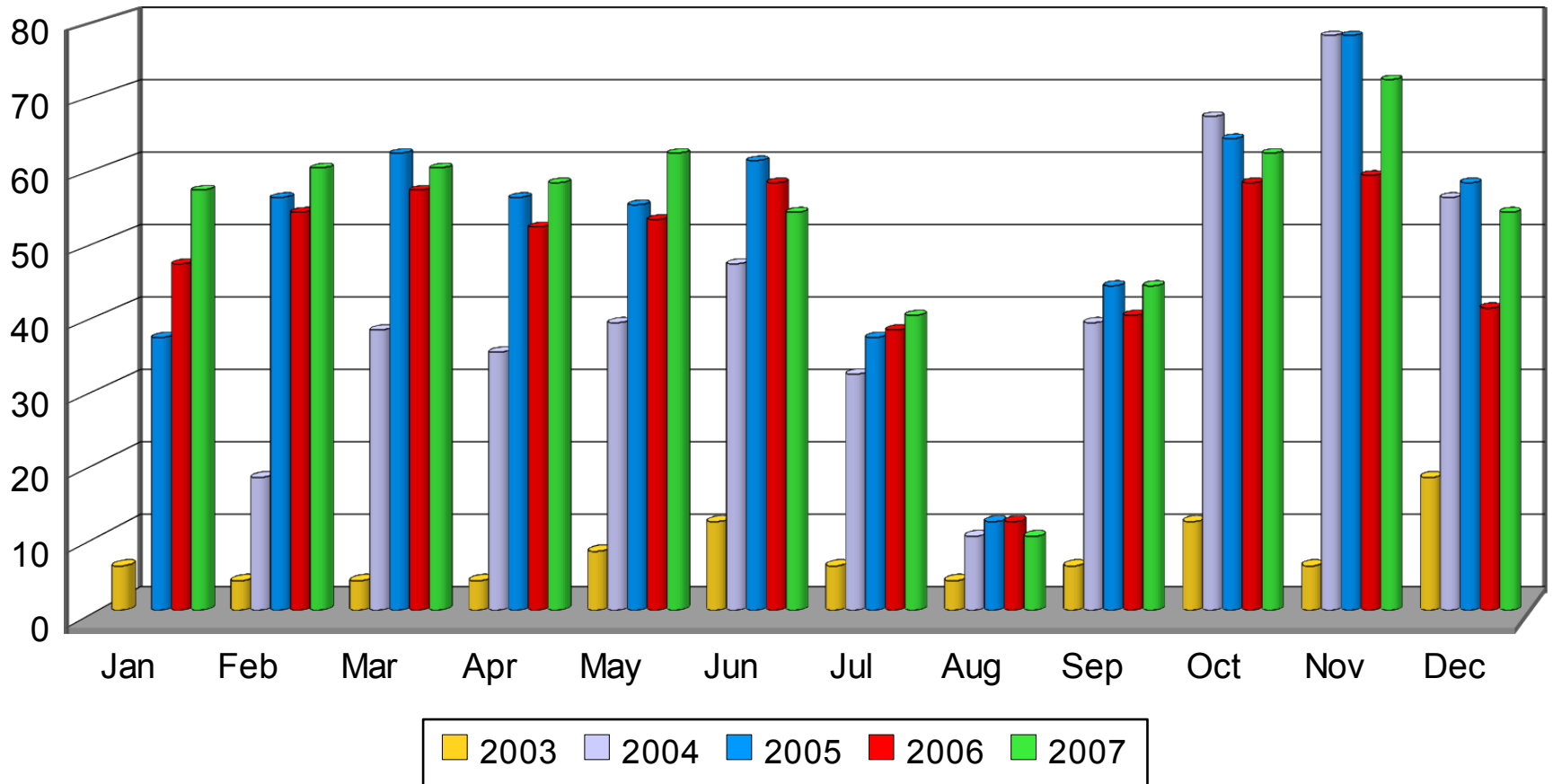


# Comments

- ▶ Same company, same number of press releases
- ▶ Improved leverage on editorial calendars
- ▶ Use of a lesser technical language
- ▶ Additional infos through white paper and background on technology/solutions
- ▶ Use of real application stories

# Elettrodata (Quorum client since 2004)

**Press Clipping Elettrodata**





# Comments

- ▶ The same company, another story
- ▶ Continuity in press releases distribution
- ▶ “Intensive” usage of editorial calendars
- ▶ Higher speed in rotating samples for product reviews
- ▶ Fast reactions to journalist’s requests
- ▶ Proactive proposal of interviews and comments

# Influencing Influencers





# Our Vision of PR Agencies

## **Old Business Model**

- ▶ Big office
- ▶ Many juniors
- ▶ Many magazines
- ▶ A lot of paperwork
- ▶ Extremely tactical
- ▶ Focus on time

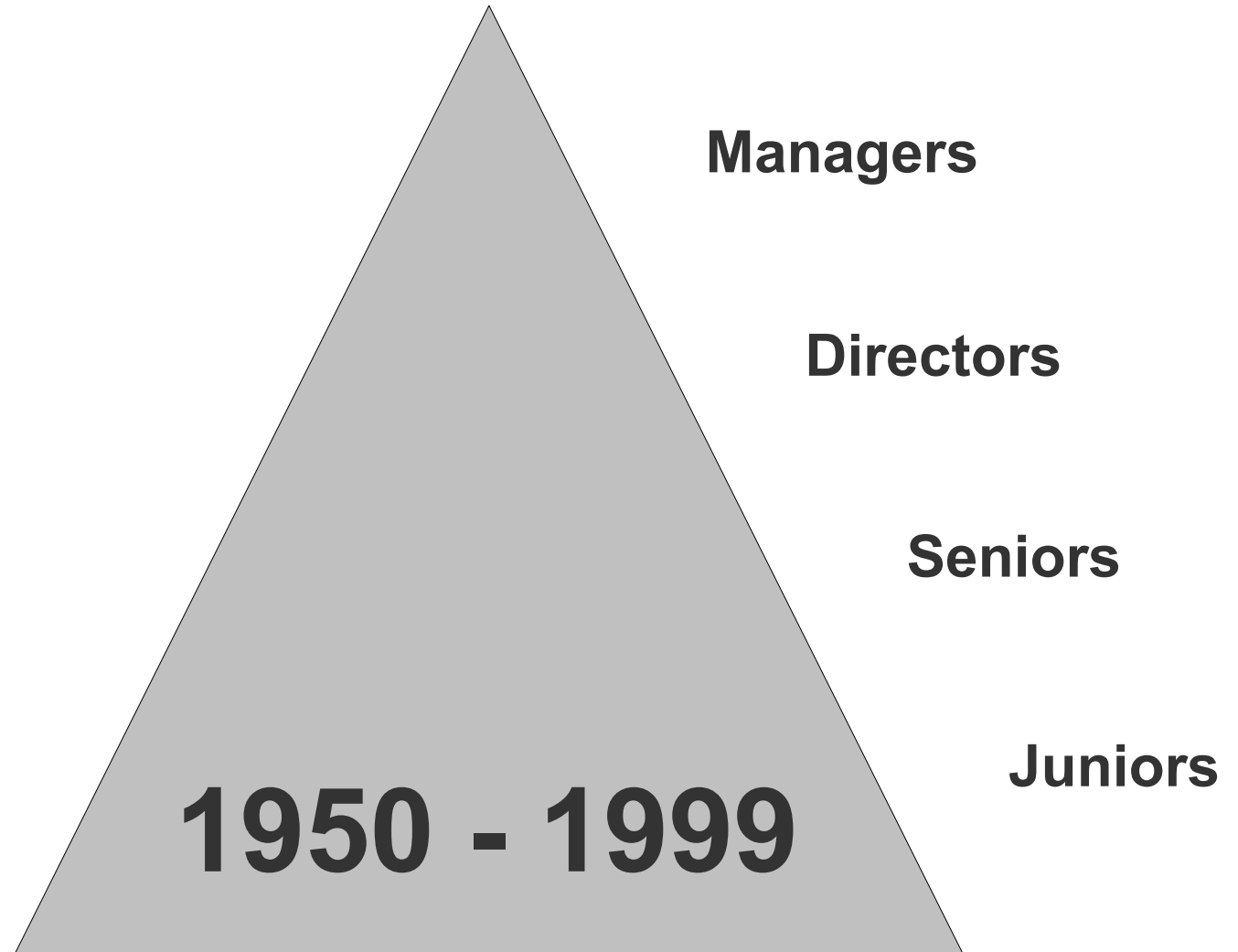
## **New Business Model**

- ▶ Small office
- ▶ Only seniors
- ▶ Many media
- ▶ Almost no paper
- ▶ Highly strategical
- ▶ Focus on objectives

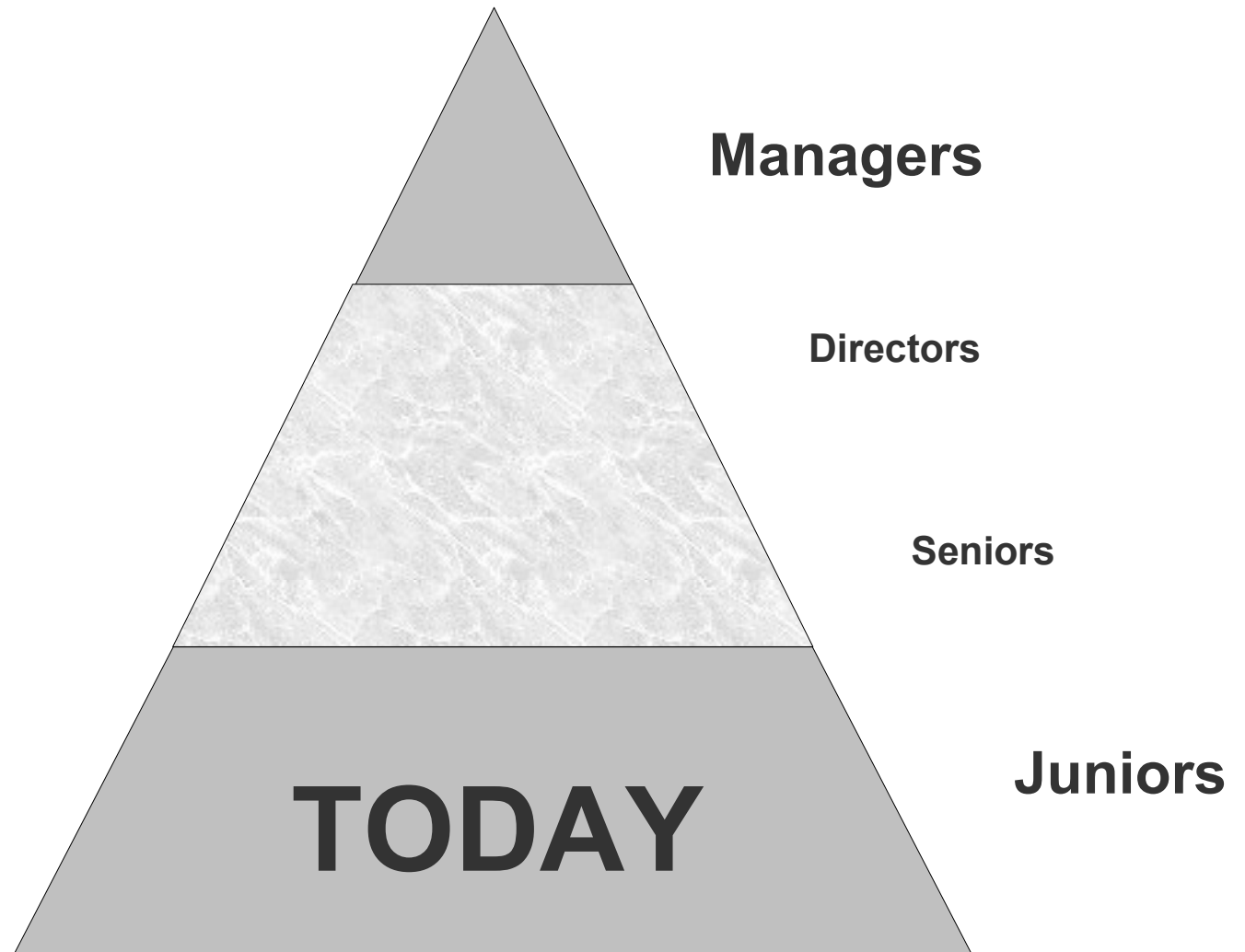
# Quorum PR Matrix



# Traditional PR Agencies



# Traditional PR Agencies





# Our Vision of PR

- ▶ A group of experienced PR professionals who provide best-in-class communication services to a wide range of national and international clients
- ▶ No time sheets, no silos and no “practice areas”, for a completely new idea of PR
- ▶ The close relations of a “boutique” firm with the resources of a large agency, to provide first-class service to clients

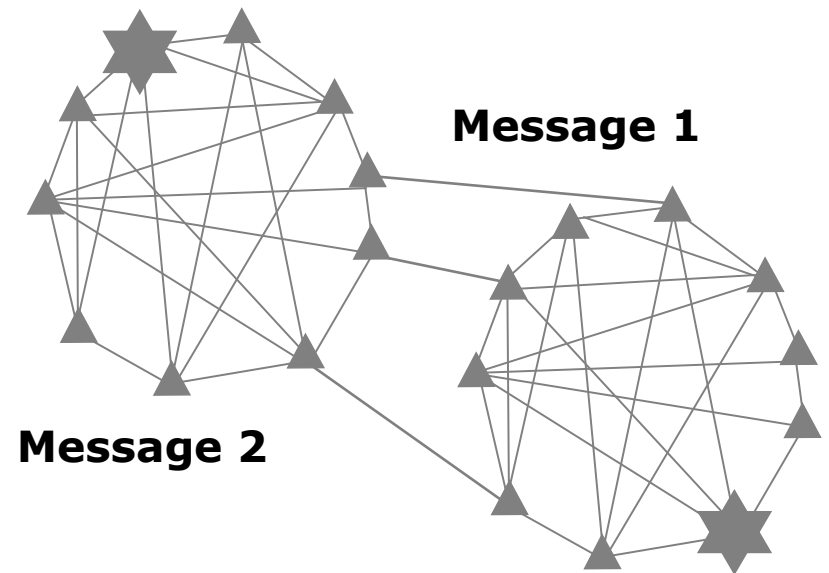
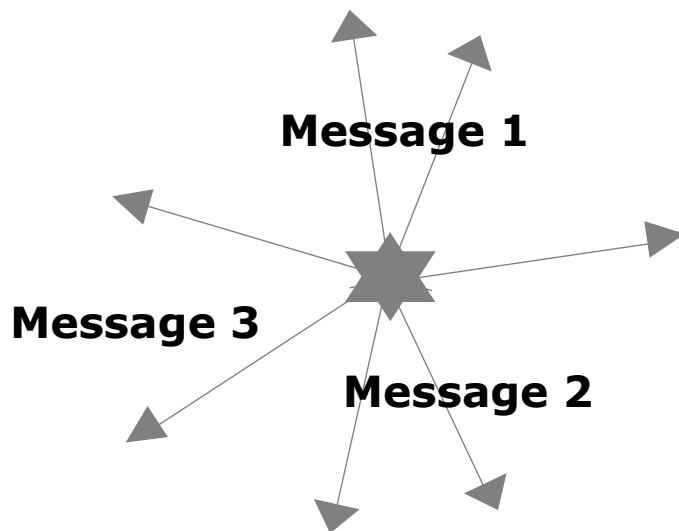


# Strengths

- ▶ Over 25 years of uninterrupted relations with Italian high-technology media
- ▶ Solid network of personal relationships with editors writing about hi-tech
- ▶ Ability to develop new relations with emerging media (i.e., blogs, etc.)

# How to Influence

- ▶ We used to talk about:  
**Messaging to Audiences**
- ▶ Now we talk about:  
**Interacting with Communities**

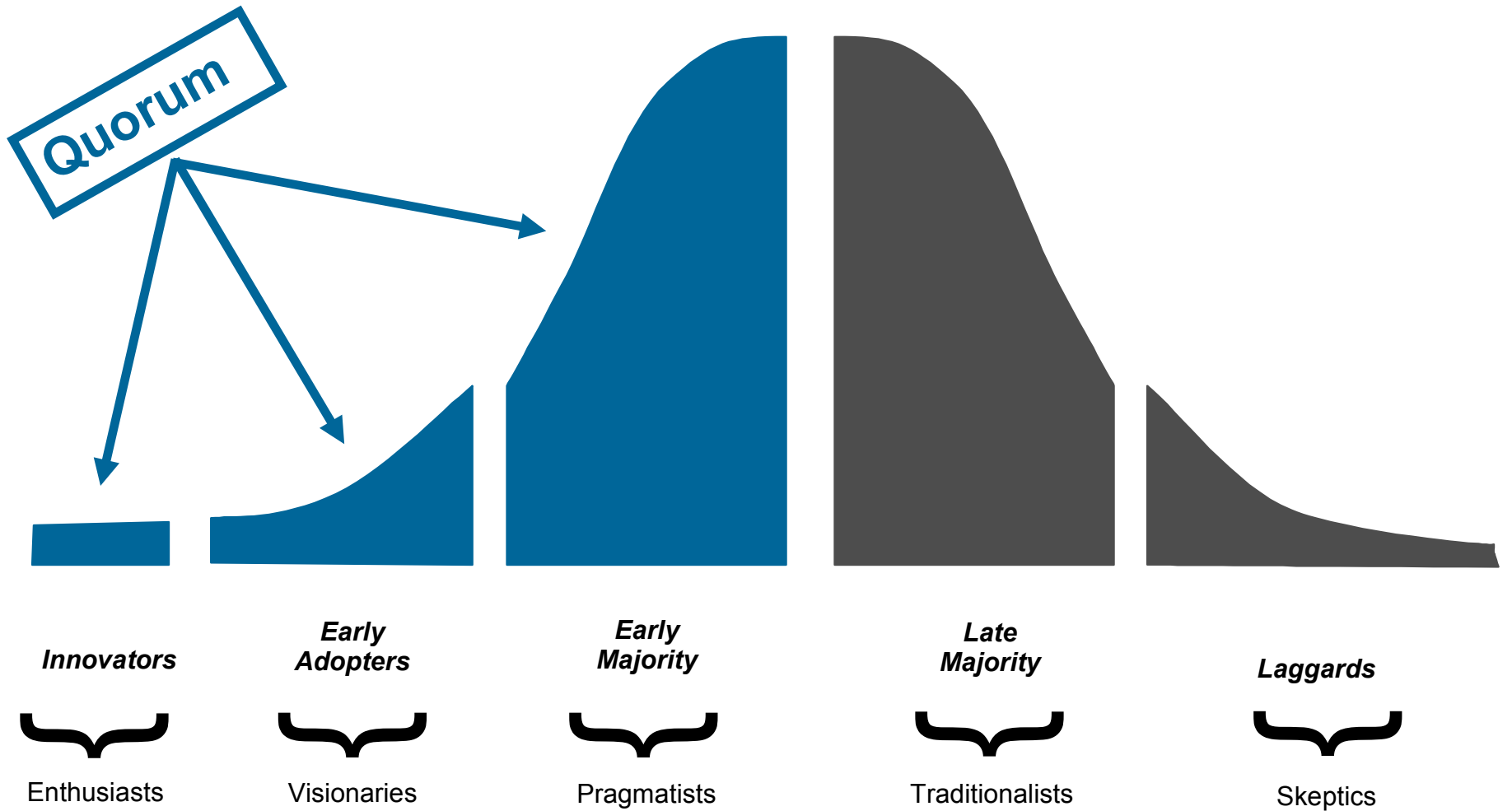




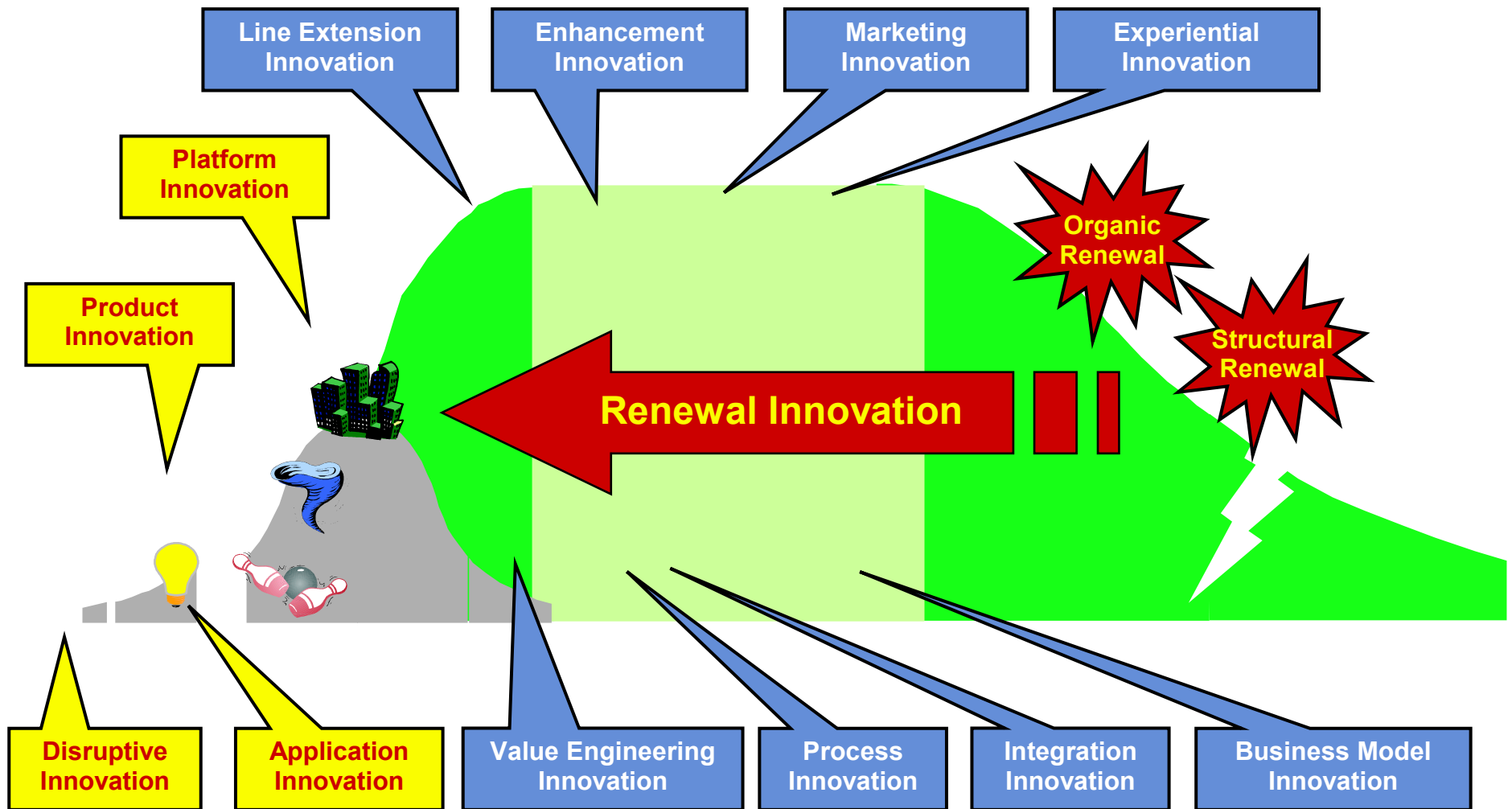
# How We Work

- ▶ Objectives identification
- ▶ Scenario and variables analysis
- ▶ Communication targets mapping
- ▶ Key message definition
- ▶ Operating strategy definition
- ▶ Message distribution to targets
- ▶ Results measurement

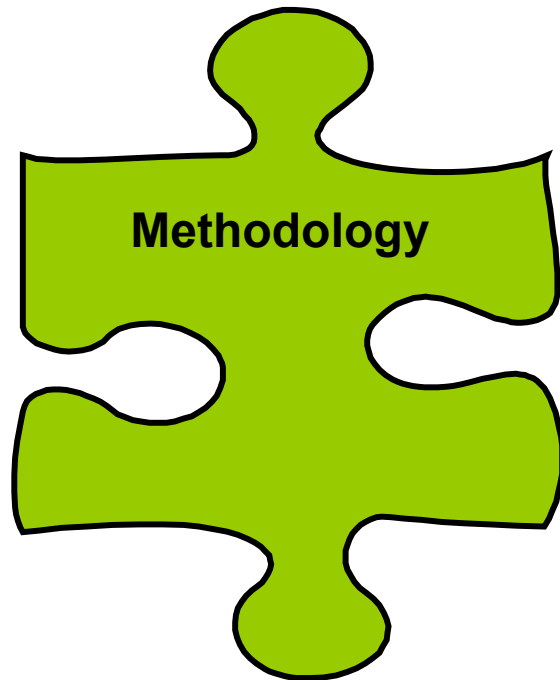
# Product Lifecycle



# Universe of Innovation Types



# Influencing Influencers



# Methodology

**PUSH**



**PULL**





# Communication Objectives

- ▶ Generic aims are not to be confused with objectives, which are specific and measurable
- ▶ In order to be measurable, the objective must be set according to time and quantity parameters
- ▶ For instance: in six months 70% of the target has to be informed of the new service
- ▶ Our methodology allows to define and measure objectives with a reasonable precision



# Communication Tactics

- ▶ Target opinion articles on the market and the technology
- ▶ For key announcements use interviews rather than press conferences
- ▶ Plan regular meeting with top journalists (editors in chief and columnists)
- ▶ Position the company as a key supplier of "interesting" opinions



# Communication Tools

- ▶ Press releases, in order to ensure continuity of presence
- ▶ Interviews and opinions on the Italian enterprise IT market and on wide-area data services
- ▶ Application stories: press releases with additional information
- ▶ Special features: survey responses and technology profiles



# What We Do

- ▶ Corporate and product communication (offline and online )
- ▶ Press office and product test
- ▶ Media monitoring (offline and online)
- ▶ Media training for company speakers
- ▶ Marketing and point-of-sale communication
- ▶ Markets and scenarios trends research
- ▶ Events planning, production and management
- ▶ Small advertising campaigns management
- ▶ Guerilla e viral marketing projects



# Proactive Attitude

- ▶ **With business media**
  - ▶ A personalized approach
- ▶ **With trade media**
  - ▶ Quick and complete answers
  - ▶ Creativity in articles approach
- ▶ **In meetings with the press**
  - ▶ Only few, with “strong” contents
- ▶ **In building messages**
  - ▶ Ongoing attention for the market
  - ▶ Advanced use of Internet sources



# Media Relations Tools

- ▶ Press kit
- ▶ Press release
- ▶ Company profile
- ▶ White paper
- ▶ Press conference
- ▶ Press briefing/tour
- ▶ Case study with key clients
- ▶ Online press room



# Media Relations Services

- ▶ Media list management and update
- ▶ Editorial plans management
- ▶ Direct contact with key journalists
- ▶ Direct support for exhibitions and events
- ▶ Planning and logistics for special events
- ▶ “Speaking platform” management
- ▶ Company speakers media training



# Messaging vs Interacting

- ▶ **Three Levels of Message**

- ▶ Open, already disclosed
- ▶ Internal, but not confidential
- ▶ Internal, strictly confidential

- ▶ **Three Levels of Interaction**

- ▶ Junior (low level, searches information)
- ▶ Senior (respected, give value to insights)
- ▶ Guru (recognized, on a tight agenda but with big/huge impact)



# Press Releases

- ▶ Press releases
  - ▶ Technology and products
  - ▶ Corporate and financial
  - ▶ Customer stories
- ▶ Each type a different target
  - ▶ Mailing list tailored to release
  - ▶ Pitch/follow-up tailored to target
- ▶ Supporting documents
  - ▶ Researches and/or white papers



# Editorial Calendars

- ▶ Quorum PR monitors all editorial calendars through direct relations with publishers
- ▶ Monitoring is updated on a monthly basis with non-planned forward features
- ▶ The agency works with the editorial staff in order to ensure an optimal presence



# Articles

- ▶ In Italy, are welcomed by most tech media and some business media
- ▶ The source can be a white paper for business media or a technical briefing paper for tech media
- ▶ Demonstrate market and technology competence



# Case Studies

- ▶ Demonstrate use of products
- ▶ Show “problem solving” capability
- ▶ Demonstrate commitment to market
- ▶ Strengthen client relationship



# Interviews & Opinions

- ▶ Interviews (one-on-one)
  - ▶ Support major announcements
  - ▶ Underline the company leadership
- ▶ Opinions (inside articles)
  - ▶ Position amongst market leaders
  - ▶ Strengthen technology positioning



# Briefings

- ▶ Strategy briefings
  - ▶ Technology editors writing on business media
  - ▶ Support the company technology vision
- ▶ Technology briefings
  - ▶ Technology editors writing on technology media
  - ▶ Support the company tech innovations



# Product Reviews

- ▶ Ensure the placement of the company products in every Italian lab
- ▶ Push the usage of these products as add-ons in all relevant product reviews



# Channel Press

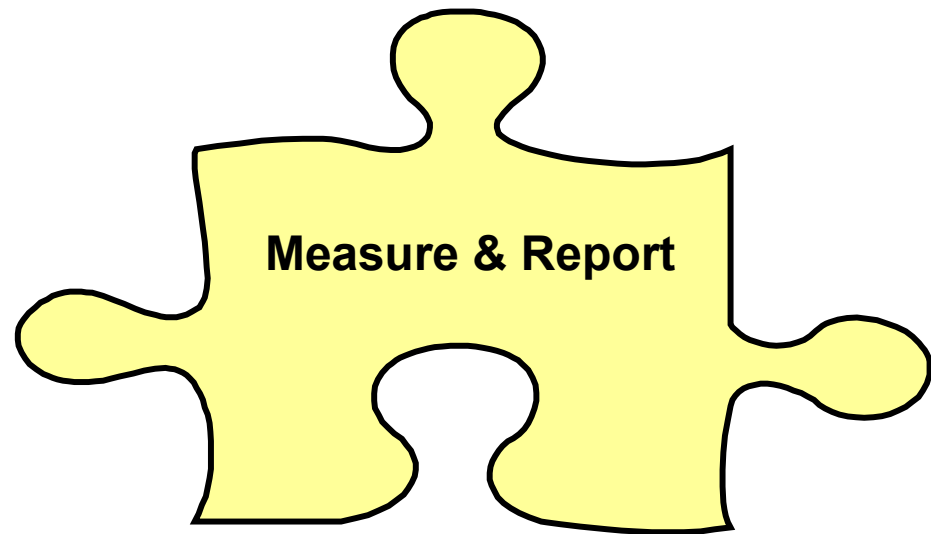
- ▶ Maintain a consistent flow of information about channel activities and promotions
- ▶ Support the idea that the company products and technologies are a good opportunity for the channel



# Research & Development

- ▶ **Q-Blog** corporate blogs
- ▶ **Q-Wiki** wiki for the media
- ▶ **PR Blues** Enrico Bianchessi blog
- ▶ **PRossimità** Italo Vignoli blog
- ▶ **WikItalo** Italo Vignoli wiki
- ▶ **FERPI & Ordine dei Giornalisti** trainings on PR and social media
- ▶ **Marketing OS** Italo Vignoli blog
- ▶ **OpenOffice** marketing OSS

# Influencing Influencers





# Press Clippings

- ▶ Online articles are forwarded on a weekly basis
- ▶ All clippings - online and paper - are collected on a monthly basis as PDFs



# Press Monitoring

- ▶ Offline and online media monitoring gives continuous visibility on:
  - ▶ Coverage coming from PR activities "signed" by the company
  - ▶ "Spontaneous" coverage
  - ▶ A selection of articles about market trends and key competitors
- ▶ Clippings are sent via e-mail and collected every month in a press-book



# Measurement

- ▶ Quantitative in terms of:
  - ▶ Coverage
  - ▶ Number of articles
  - ▶ Mention in titles
  - ▶ Mention in scenario articles
- ▶ Qualitative in terms of:
  - ▶ Understanding of messages
  - ▶ Positive vs negative messages



# Measurement Methodology

- ▶ Quantitative:
  - ▶ Width of coverage
  - ▶ Number of articles
  - ▶ Mentions of name in titles
  - ▶ Mentions in scenario articles
  - ▶ Mentions of the brand
- ▶ Qualitative:
  - ▶ Messages pick up
  - ▶ Positive/negative in absolute terms
  - ▶ Positive/negative in relation to market
  - ▶ Positive/negative in relation to competitors
  - ▶ Authority of media and journalists



# Reporting

- ▶ Standard: Monthly
  - ▶ Activities
  - ▶ Documents
  - ▶ Open issues
  - ▶ Results
- ▶ Following client rules



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