

Guide to choosing a PR agency



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Contents

Features

- 04** Top tips for dealing with PR agencies
- 07** The insider's view
- 08** How to construct a brief

Sponsored features

- 10** Waggner Edstrom Communications
- 12** Babel PR
- 14** CCgroup
- 16** Liberty Communications
- 18** Listings

Delivering consistent and relevant messages across multimedia platforms

One of the most frequently asked questions that the European Communications team gets asked by telecoms and tech companies is: Which PR agency would we recommend? The unspoken question here may be which agency do we quote the most; however, to answer the first question literally we have created our very first and impartial Guide to Choosing a PR Agency.

Getting your communications strategy right is vital. It's the result of what you do, what you say, and what others say about you. In a media rich world, having a clear PR strategy is less about generating column inches and more about delivering consistent and relevant messages across multimedia platforms, which is interesting both to the media and to your various audiences.

This new guide is designed to be an introduction into how to go about choosing the PR agency that is the best fit for your organisation. Which agencies do you ask to tender for your business? How many pitches do you need to sit through? How do you fairly remunerate your chosen agency and how can you effectively measure the impact of the campaigns generated?

To ensure fair play we have called upon industry body the Public Relations Consultants Association (PRCA) to give us their view of best practice in the above areas. We have also asked key PR industry leaders to offer their top tips about how to engage successfully with their agencies, from tender through to content delivery. Communications specialists from Nokia, Three and Vodafone also share their advice on dealing with your first PR agency.

We hope that after reading this Guide to Choosing a PR Agency you can avoid your relationship with them turning into a PR disaster!



Justyn Gidley
Publisher
European Communications
Justyn.gidely@eurocomms.com



www.eurocomms.com

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Top tips for dealing with PR agencies

Working with an external PR agency can be hugely beneficial to your business, but only if you are prepared to put in the time and effort. PR professionals have given European Communications their top tips for making the relationship a fruitful one

1. Ask yourself "Do I need a PR agency?"

Working with a PR firm is not just a financial investment; it also needs a substantial investment in time if the relationship is to be a good one. Mark Squires, Nokia Communications Director, said: "To train up an external PR team sufficiently takes around six months. The more people you are working with externally, the more questions you will be asked and the more time it will take to bring them up to speed."

CCgroup's Head of Telecoms & Mobile Paul Nolan added: "You'd be surprised how often companies find it difficult to articulate WHY they need a PR agency. In these challenging economic times the answer "because we want to be in the media" is just not good enough. Different agencies have different competencies and areas of focus: corporate reputation management, brand awareness and profile, lead generation and sales support, build value for exit, public affairs, crisis management, investor relations etc."

2. Do your research

It is wise to look into the history of the business, its successes and, crucially, how it is perceived by journalists. Guy Middleton, Head of Corporate Communications at Three UK, said any company needs to ask several questions before signing a deal with a PR firm: "That senior person that is presenting to you – will you ever actually see her/him again? Or will you be dealing with a succession of harassed grads for 95% of your time? Get a feel for the team you will actually be working with."

Ben Taylor, Senior Corporate Communications Manager at Vodafone, added: "Choose a team that you'll enjoy working with. You will be spending a lot of time with them."

3. Be realistic

Signing up a PR firm is not a guarantee of getting a story on the front page of a newspaper within days. A company needs to have a clear, unbiased picture of what PR it could reasonably expect about itself and its products. Three's Middleton said: "Are a firm's claims credible for your not particularly interesting product? You, for the sake of argument, create and sell outsourced Callcentre ERP middleware, they claim they can get you onto the front page of the FT. Treat with caution."

Matt Humphries, a director at Babel PR, believes a potential client needs to have a solid idea of what it wants from the relationship. He said: "Most companies will have a brief in mind, driven by a commercial need. This could range from making a public offering, diversifying their products or expanding into new markets."

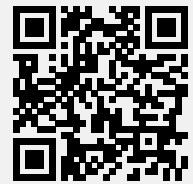
4. Find someone who knows your business

While it's not a given that a PR agency will have an intimate knowledge of your products, it is best to target someone who works in the same sector. Vodafone's Taylor said: "Whoever you decide to work with, they should have a good understanding of your business. That doesn't mean that they have to already know every aspect of your business, rather the foundations are in place so they can get up to speed very quickly."

Bigger isn't necessarily better, particularly if you are a small and nimble company. Three's Middleton said: "Do you need a massive agency with global reach or a smaller, keener specialist? Big firms come with big brand creds, potentially great reach and extensive resources but you might well be small fry to them in terms of your spend."

While a company should know the industry you work in, make sure you are not working with a firm representing a rival. George Stenitzer, VP Communications at Tellabs, said: "Be careful if your agency represents a client that has conflicting interests today or is likely to have conflicting interests tomorrow. In a regulatory or business battle, whose side will they be on?"

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The insider's view

Matt Cartwell, Director of Communications at public relations trade body the PRCA, tells European Communications about the role PR can play in helping your business

Microsoft co-founder Bill Gates is widely attributed with saying: "If I was down to my last dollar, I would spend it on PR". Matt Cartwell, the Director of Communications at PRCA, argues the PR industry is light years away from the perception of shows like UK comedy *Absolutely Fabulous*, which shows them as fluffy places of work: "A business' reputation is integral to its bottom line, and PR is all about protecting and enhancing that precious reputation."

Cartwell believes the industry has become more accredited in recent years, with a corresponding upsurge in standards. "As the industry has grown it has become more professional with a proliferation of training courses, university degrees, and agencies are even now taking on PR apprentices. There is an increasing number of agencies who are audited and subscribed to ethical codes of conduct such as the PRCA's. So organisations can expect an increasingly high standard of service from their agency."


Cartwell says there are three main reasons why a company should opt for an external agency, rather than hire someone to work inhouse. "Agencies are the reputation and communication specialists," he says. "They understand how PR works so that you don't necessarily have to. Many organisations employ in-house communications teams to assist in their PR – in these situations the agency can play an important role in providing a fresh perspective and improving existing communications."

Hiring a PR agency can be extremely cost-effective, he adds: "When you hire a PR agency you do not have to expand your staff count or the costs that come with it, but you do get a team of PR experts that have the potential to provide significant returns on your investment."

"Also, PR agencies know what to do in a crisis. Unexpected events can create tremendous pressures on your organisation and its reputation. Failure to act fast, or failure to respond appropriately, can further exacerbate the situation. PR agencies can provide rapid response capabilities to help you make the right choices."

If a PR agency is to be a success at building a company's reputation, then any business looking to sign one up should look at the agency's own reputation. Cartwell says: "The key factors to look for include creativity, great ideas, an understanding of your own business, and a passion for what you do and how they can support you. And there should be good chemistry between you."

He adds that the key to any successful working relationship is to communicate regularly and openly to both companies are moving in the right direction. "You need to gain full agreement with all those involved in the decision making process about what the requirements of the agency are. Invest time and effort in agreeing the budget and producing a written brief describing the brand or company's current position, and where it wants to be in the context of clear marketing objectives."

While the industry may be far away from its sitcom reputation, a fruitful relationship with a PR agency could prove to offer fabulous results. 

Case study: Ruckus Wireless

Prior to working with Babel PR, Ruckus Wireless wasn't broadly familiar to press in the UK. A recognised leader in wireless networking infrastructure solutions, which the company refers to as "Smart Wi-Fi," Ruckus Wireless faced challenges in securing mindshare with the trade press and business media.

With the help of Babel PR, Ruckus Wireless has since become one of the most regularly quoted companies in the UK and broader European technology press, and its name has become synonymous with Wi-Fi innovation. Ruckus is now arguably as influential a voice in the market as more well-established names such as Cisco and Aruba.

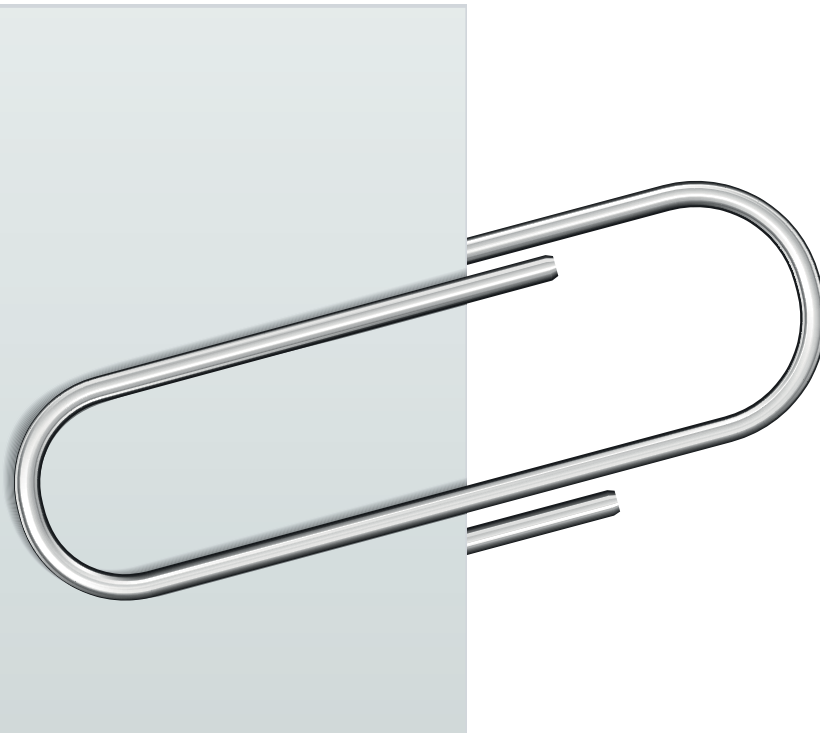
Crucially, the company is no longer regarded as a challenger brand. Its solutions have become a leading choice for IT managers and CTOs, especially in the education, hospitality and healthcare sectors. Attendance at its workshops and channel partner events are high, and the channel and reseller community in the UK have eagerly adopted Ruckus Wireless Smart Wi-Fi products and technology.

Outside of the enterprise wireless LAN (WLAN) market, Babel has worked closely with Ruckus Wireless to also raise its profile in the carrier Wi-Fi space. Ruckus has emerged as a market leader in this rapidly growing sector, its deployments with O2 in the UK have been well publicised, as has the fact that it enables its mobile network operator (MNO) customers to truly innovate, expand their reach and improve their levels of service and customer satisfaction through the provisioning of carrier-grade Wi-Fi.

David Callisch, Ruckus VP of Corporate Marketing, comments: "We work with a number of PR agencies globally, and Babel regularly delivers the results we're looking for. They set the bar for what we expect from our other agencies, and are a proactive team. They can effectively create campaign ideas and run with it, needing little guidance from us. Babel has proven to be a trusted and reliable PR partner over the years, and their experience and knowledge in the telecoms sector has been invaluable."

How to construct a brief

Building a concise brief for a PR agency is critical if you want their work with you to be a success. PR trade body the PRCA has given European Communications the lowdown on what every good brief should contain



Before a PR agency gets to work on your business, it needs a clear idea of what is expected of it. And here is when the brief comes in. It is the foundation of any communications campaign. Time invested in the brief will be paid off by the PR agency knowing exactly what it should be doing and what is expected of it. A well-prepared brief will also lead to fairer remuneration and makes the PR agency accountable for their actions.

But how do you begin? The PRCA recommends that any briefs should be written, show clarity of thought and outline clearly defined objectives. The brief does not need to be perfect – any issues with a written brief should be analysed

and debated at a later meeting – but the PRCA advises you take the following steps to make yours work.

1. Project Management

The basic facts of the project need to be outlined. This is the likes of the company and brand name and the contact details of the people involved on the agency side and the client's side.

2. Where are we now?

The client needs to outline what its current brand position is, its background and what issues it faces. Things to include are the product/service description, distribution channels, market size and share, competitive brands and other historical communications activity.

The PRCA's essential advice to clients

1. Consider your brand's communication in its entirety, don't just concentrate on paid-for advertising.
2. Invest time in getting the objective for communication right, and make sure all the agencies are clear what it is.
3. Ensure your budget matches your ambition and vice versa.
4. Demand that your communication strategy has an idea at its heart (and not just an advertising idea).
5. Question your assumptions about the media world. That landscape is changing in some fast and fundamental ways.
6. Make sure each channel that you use has a clear role to play and fits with the other media that are used. You are aiming for the whole to be greater than the sum of the parts.
7. Don't give up on effectiveness. Embrace econometrics, construct some tests and controls.
8. Decide whether you want the leadership of communication strategy to sit with client or agency.
9. Decide whether you want all agency collaboration or a single point of leadership.
10. If you want creative to lead then decide which agency that should be. It doesn't have to be the advertising agency.

3. Where do we want to be?

The client should set a goal that will be achievable by this project using the amount of money it has provisioned for it. The goal should be measurable such as improvement in sales, usage, awareness, image, reputation, profitability, customer profile, shareholder value and/or response levels.

4. What are we doing to get there?

The client needs to outline its entire marketing and communications strategy so the PR firm gets a picture of what other parts of the business are doing to reach this goal. This information could help give the agency inspiration and direction for the work it is going to carry out.

5. Who do we need to talk to?

Who the client is targeting needs to be explained with details about their demographics, lifestyle, product usage and attitudes, for example. It is wise to bring existing customer research into the

frame as it can serve as a platform for the agency to conduct further research.

6. How we will know we've arrived?

The company needs to chart how the campaign will be measured, what targets it will hit and by when. This is a critical part of the brief as remuneration hinges on it.


7. Practicalities

A full discussion of the budget at this stage will avoid problems later on. A client could simply state the budget and break it down into component parts. Alternatively,

hypothetical budgets could be discussed with the agency, with them offering more services with greater expenditure.

A client also needs to discuss full timings for the relationship – from delivery dates, payment dates, the project milestones and deadlines for media. Any critical events that could influence the project also need to be considered.

8. Approvals

The last piece of detail is who has the authority to sign off on any work the agency produces. He or she should sign off on the brief before it is given to the agency. 

Paying your dues

While there is a range of different types of payment – from retainers and flat fees through to commission fees and consultancy fees – getting your agreement right and getting it done early is essential to avoid problems later down the line. Here are some tips from PRCA that every good agreement should include:

1. Simple to understand and administer

The agreement should be expressed simply so everyone involved in it can understand the terms and conditions. If the language is muddled and confusing, then attention may need to be turned to administration and conflict resolution at a later date, distracting from the project.

2. Fair to both client and agency

The client should expect to pay and the agency should expect to earn equitable remuneration, including a fair and transparent profit.

3. Aligning client and agency interests and priorities

Any remuneration deal needs to address both the aims of the agency with the needs of the client so both parties feel they are working towards a common goal.

4. Finalised before agency resources are committed

While both parties are keen to start working together, it is actually best not to jump the gun. By signing the agency agreement before work commences on the project, both the agency and the client avoid unnecessary risk.

5. Recorded in a ratified client-agency contract

Industry model contracts are available to provide useful starting points for a client drawing up a remuneration contract. These contracts are essential for providing reassurance and clarity to both parties. If a clear written agreement does not exist, there will be no basis for dispute resolution.

6. Flexible enough to accommodate possible changes in future

Any agreement needs to take into consideration any significant changes to scope of the project, budgets, deadlines, resources, additional products being developed, new markets being entered, changing company objectives and products with erratic spending.

7. Involving senior management stewardship, with principles clearly communicated to both parties

Senior managers who are deeply involved with the project need to draw up the objectives and operating mechanics of

agency remuneration in partnership with procurement. They should also understand the detail of the agreement to avoid issues in their day to day involvement in the project.

8. Capable of standing the test of time

It is unavoidable that a client's plans will change over time and potentially impact the work that the agency is doing on its behalf. By adhering to these tips, a remuneration agreement should be robust enough to use in future.

9. Based on agreed and understood terms and conditions

Making sure both parties are talking the same language is critical. Commonly used terms can be interpreted differently so ensure both parties agree on what specific phrases actually mean.

10. Specify tracking and review dates

Both parties need to periodically review the project and compare it with the original scope of services and its requirements. The first review should be ideally held after the first quarter of the project to discuss how remuneration worked and whether anything needs to be changed. Both parties should then re-examine the contract every six months thereafter.



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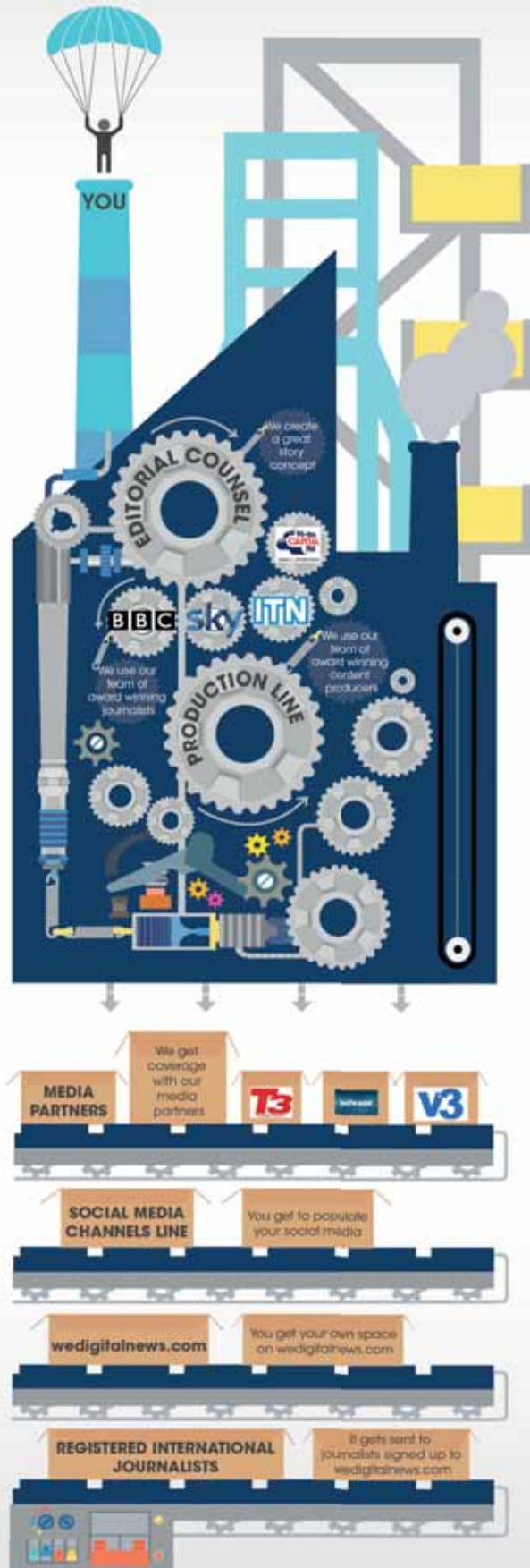
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Waggener Edstrom Communications

Girish Balachandran
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Cairbre Sugrue
csugrue@waggeneredstrom.com

www.waggeneredstrom.co.uk

Tower House
Fourth Floor
10 Southampton Street
Covent Garden
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United Kingdom
+44 20 7632 3800

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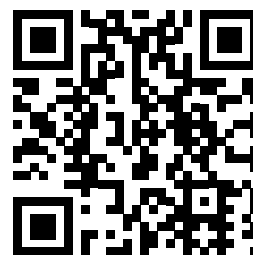
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Clients

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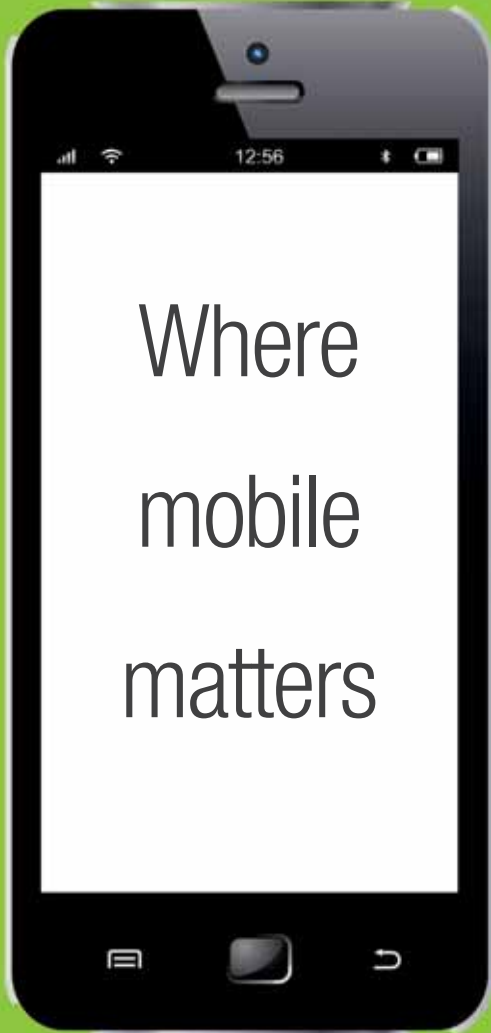
A tablet with a black bezel and a white screen. The screen displays a list of five qualities and a final statement. The tablet is set against a solid green background. On the left side of the tablet, there are three physical buttons: a square home button, a circular volume button, and a curved power button. On the right side of the screen, there is a status bar with icons for signal strength, Wi-Fi, and battery, and the time 12:56.

Unique industry knowledge
Strategic, creative thinking
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A record for delivery

But what do our clients say?

David Callisch, Ruckus Wireless VP of Corporate Marketing, said:

"We work with a number of PR agencies globally, and Babel regularly delivers the results we're looking for. They set the bar for what we expect from our other agencies, and are a proactive team. They can effectively create campaign ideas and run with it, needing little guidance from us. Babel has proven to be a trusted and reliable PR partner over the years, and their experience and knowledge in the telecoms sector has been invaluable."



Ian Hood
Managing Director,
ian@babelpr.com

Babel PR
Bolsover House
5-6 Clipstone Street
London W1W 6BB

Award accolades for clients:

2013 Global Telecoms Business Innovation Award
2013 Fierce Innovation Award
2013 LTE North America Award
2013 TM Forum Excellence Award
2013 MVNO Industry Award
2013 Global TD-LTE Initiative Innovation Award
2013 CRN Annual Report Card Survey of
Value-Added Resellers
2013 TV Connect Industry Award
2013 Best in Biz Award
2013 UK IT Industry Award
2013 Broadband Infovision Award
2013 CRN Sales & Marketing Award
2013 Computer Weekly Networking Award

Specialist areas: Technology, Media and Telecoms

Clients:

Anite, Axell Wireless, Barclays TMT corporate banking, BICS, BulkSMS, Devicescape, Intercede, J2 Global, Kontron, MobiTV, Nominum, OpenCloud, Philips, RTX, Ruckus Wireless, Tektronix Communications, Vislink

www.babelpr.com

enquiries@babelpr.com

+44 (0)20 7434 5550



A PR perspective: how to successfully market and sell to telecoms operators

Paul Nolan, CCgroup's Head of Telecoms PR, reveals why, as marketers focus on lead generation, too many telecoms vendors are wasting time, money and effort in attracting operator attention and influencing purchasing behaviour.

It has never been tougher for vendors to 'sell' to operators. Sales processes are lengthening and fierce competition leads to shrinking margins and widespread industry consolidation. Marketing departments across the vendor community are being forced to raise their game to create and maintain a healthy sales pipeline. Lead generation is everything. Nothing else matters.

Great(er) Expectations

This change of trajectory applies just as much to in-house PR teams and their agencies. Previously, PR was about market awareness and reputation management. These have now become table stakes. Vendor CMOs are now entitled to expect more from their PR teams. Campaigns are no longer measured by column inches, but by the number of leads they generate. Communications activity must therefore align with the vendor's commercial objectives and directly appeal to its operator customer.

But as a vendor, how can you ensure you're on an operator's radar when RFP lists are built? How do you know you are targeting the best communications channels and positioning yourself in the right way? How do you influence your inclusion in the operator purchasing process?

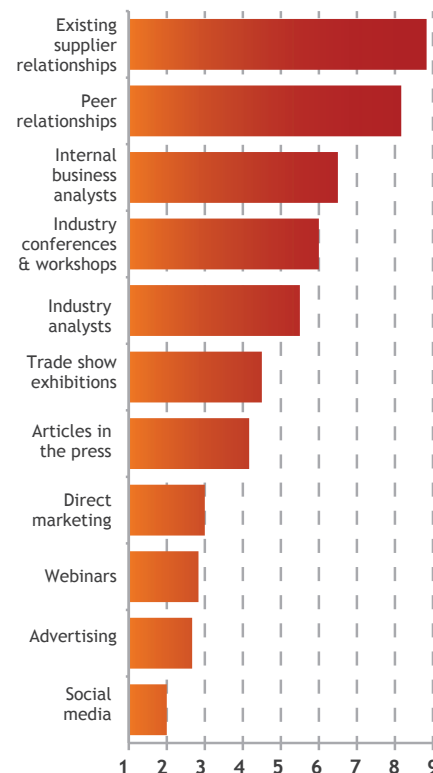
We decided to find out conclusively. We interviewed senior operator buyers and their advisors to create 'ConneCt': the first comprehensive analysis of how to market in order to influence operator procurement. Here's what we asked and a top level summary of our findings:

Which communications platforms are most influential for driving vendor long-listing?

The most reliable way for vendors to be included on a long list is, perhaps unsurprisingly, through an existing relationship (direct or via a partner) with that operator. But a number of operators and consultants also described an informal process of advice gathering and reference checking between operators, underlining the importance of industry networking to build and develop fruitful connections.

Internal business analysts and external industry analysts are also critical in getting on operator radars. Internal analysts have become the eyes and ears of the business units they serve, reading, filtering and sharing knowledge gained through trade media, analyst and vendor research. Industry analysts have also become essential aides for operators selecting vendors - both through report compilation and consultancy

services they provide to help build RFPs and perform supplier diligence.

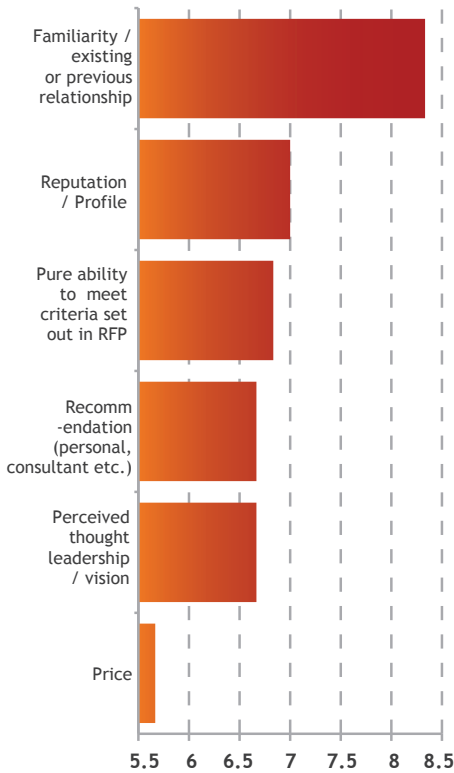


Channels of influence:

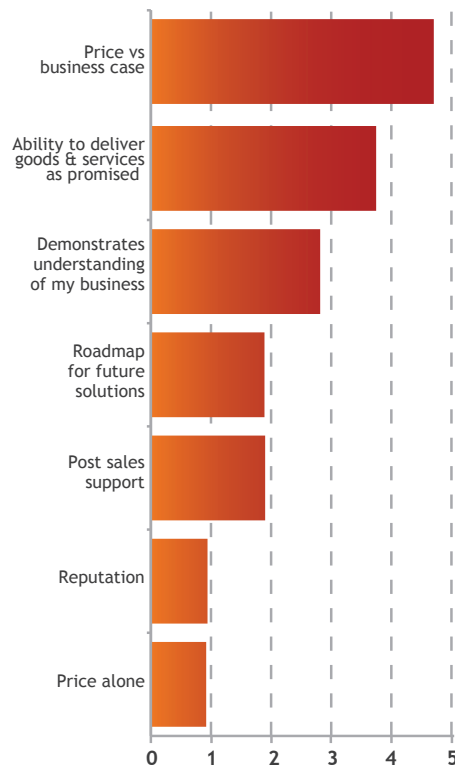
The "channels" operators use to select vendors for inclusion in RFP long lists

What factors influence operator shortlisting of potential suppliers?

Again, having a relationship or familiarity with the supplier was rated the highest influencing factor. But the reputation and market profile of a vendor was the second most influential factor in shortlisting. The manner in which this reputation is 'realised' is through channels such as media prominence, positioning in analyst reports, award wins and presence on the speaker circuit.



Influencing factors:
Key influence factors in vendor shortlisting



Three top priorities:
Factors influencing final vendor selection

What factors most influence final supplier selection?

Surprisingly, price alone was the least significant factor. However, the most significant was 'price vs. business case'. Operators want to understand costs saved, revenues protected, business models advanced or new opportunities opened as a result of a vendor's solution.

The ability of vendors to prove their capabilities through references, case studies and third parties rode high. And the fact that operators want vendors who understand their business and market is interesting. It seems that substance - demonstrating value, delivery and understanding - are critical at this stage in the purchasing process.

Fundamentally, operators look for vendors that can provide insight and new learnings about their business environments. They want to hear different perspectives on the challenges they face, but want to be sure that claims proffered in thought leadership can be delivered in practice. This comes down to effective company messaging and market positioning, supported by strong, insightful content and, critically, proof points.

The above provides a quick overview of the findings of ConneCt. More in-depth insight is contained in the free report, which also gives detailed advice about how vendors' marketing teams can better influence operator purchasing behaviour.

To download ConneCt, please visit:
<http://info.ccgrouppr.com/selling-to-operators-euro-comms>

CCgroup

Paul Nolan
Director and Head of Telecoms
paul.nolan@ccgrouppr.com

Duncan McKean
Deputy Head of Telecoms
duncan.mckean@ccgrouppr.com
Richard Fogg, Managing Director
richard.fogg@ccgrouppr.com

www.ccgrouppr.com

2nd Floor Garfield House
86-88 Edgware Road
London, W2 2EA, United Kingdom
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Services: PR, analyst relations, content marketing, influencer marketing, messaging and positioning, measurement, social and digital

Selection of clients: Syniverse, Tellabs, Opera Software, WDS, Openmind Networks, Myriad, AIRCOM

Liberty Communications Built by mobile

“ Liberty has been at the
forefront of telecoms and
media for sixteen years ”

At Liberty, our business is technology and our legacy lies firmly in telecoms and mobile which, as a sector, continues to see impressive growth and constant innovation, with new technologies and devices changing the way we behave, interact and purchase on a daily basis. If you are in the mobile industry Mobile World Congress (MWC) is the place to be seen.

That's why I've been attending MWC since Liberty launched in 1998. Following a fifteen year marketing communications career at major multi-national mobile technology organisations, it was time to break the mould.

Liberty has supported a variety of clients from across the mobile industry from global blue-chip companies to mid-size vendors and start-ups at the show, ensuring they are able to strategically maximise their presence and investment there. And, Liberty's team of media experts are always on hand to provide support



Dee Gibbs
CEO, Global

for the visiting media too.

Through all of our years' experience we are in a strong position to provide clients with the advice and tools they need to challenge, disrupt and grab headlines in the hugely competitive environment of MWC. Something we

will continue to do as the industry and the Congress continue to grow.

Enjoy the show and we hope to see you there!

From Dee Gibbs
CEO and Founder, Liberty Communications

The secret to a successful communications campaign in a digital age

Liberty has been running marketing campaigns for companies across the mobile industry value chain at MWC for over 20 years and in that time there's no doubt the communications landscape has changed. Today, like never before, marketing executives need to work across a number of platforms to create a seamless online presence across all digital platforms.

The key is to create a constant stream of quality content that is seen as authoritative content by search engines and the target audience. If digital assets such as email broadcasts or custom landing pages are not integrated, then the messaging and brand will be disjointed.

"Rolling Thunder" is an essential part of the planning stage to ensure all content is of the highest quality and your brand is communicating a consistent voice and message across all platforms.


What is Rolling Thunder? This is all about populating your channels with quality content which will drive potential customers to your website, microsite or to request a meeting. Channels to integrate include social networking sites (Facebook, LinkedIn, Foursquare), micro-blogging (Twitter), virtual press rooms and blogs to name a few.

For example, a contributed article can be converted into a series of

tweets linked to an image placed on Instagram, which is published on your company's Facebook wall and LinkedIn homepage, driving visitors to your campaign website or booth at an event so they can learn more about the company.

Ultimately, the business goal is to make your brand, products and services easy to find, understand and choose whether at an event like MWC or during a procurement process further down the line. Integrating your digital channels and producing quality content will allow you to map, measure and track a journey to success. So, if you want to steal the limelight clearly content is king.

Liberty Communications

 @libertycomms
www.libertycomms.com

London

T: +44 20 751 4444
E: info@libertycomms.com

New York

T: +1 646 794 4111
E: info@libertycomms.com

Differentiating yourself

The growth of MWC as a show just serves to highlight the number of players now active in this space and that makes the communications challenge for companies that much harder. With so much more competition and many more companies vying to attract the attention of the media, being heard amongst the 'noise' can be challenging.

Based on our experience in the last 16 years, here are some of Liberty's top tips to help build your company's profile across the influencer spectrum:

- 1. Failure to plan is planning to fail** – provide yourself with adequate time to plan in the run-up to any announcements, upcoming shows or scheduled activities. Define your news, be clear on the messages you want to communicate to best support your business objectives and plot out what channels you want to use and when.
- 2. Lead with innovation** – make sure you are differentiating your organisation by showing off what you do differently. Highlight your USPs and show why you are the company influencers should be looking at.
- 3. Think visual** – a picture is worth a thousand words – an age old saying that is just as true today, particularly across digital platforms. And beyond that, think demos. These are a great way to bring even the most technical products to life and show what benefits you can actually bring to your customers in real time.
- 4. Two heads are better than one** – where necessary join forces with partners and customers to offer the full story. Third parties strengthen your ability to tell your story and showcase your USPs.
- 5. Position spokespeople as leaders and innovators** – your spokespeople are the face of your company and they set the tone for your communications. Build face-to-face relationships that will help validate their credibility and build their persona across all channels where they are active.
- 6. Build on the momentum** – take note of all influencers that you meet along the way and keep in touch! Relationships are the key to buying decisions – people *still* buy from people.



California
T: +1 949 330 7410
E: info@libertycomms.com

liberty.

Liberty Communications

Dee Gibbs
dgibbs@libertycomms.com
Elena Davidson
edavidson@libertycomms.com

www.libertycomms.com

The Plaza
535 The Kings Road
London, SW10 0SZ
0207 751 4444

Technology fee income

2013: £2,015,000

Awards

- Media Employer of the Year 2012
- Number 14 in PR Week's Top 40 Tech agencies 2013
- Certificate of Excellence for Liberty Index in the 2013 SABRE awards
- Currently shortlisted for Large Agency of the Year in the Golden Hedgehog awards 2014

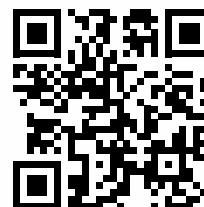
Specialist areas

Corporate communications, Business technology (enterprise, telecommunications and mobile), Consumer technology, Digital communications

Clients

Emagine International, Vello, Coriant, QuickPlay, Tecnotree,

CaseStudies





EML Wildfire

David Marsden
davidm@emlwildfire.com
Richard Parker
richardp@emlwildfire.com

www.emlwildfire.com
@emlwildfire

EML Wildfire
The Albany Boathouse
Lower Ham Road
Kingston Upon Thames
Surrey
KT2 5BB, UK
+44-208 408 8000

Technology fee income

2013 (£): £2million

Awards

A PRCA UK Top 10 Technology agency

Specialist areas

IT & communications, electronics & design services, consumer tech, marketing technology, technology start-ups

Clients

Samsung, Nujira, Humax, Mitel, Picochip, Real Wireless, CSR, Zinwave, Jabra

Other key information

Inspired thinking lies at the heart of EML Wildfire's campaign methodology. Our approach combines disciplined thinking, creativity and analytics to reveal the full potential of PR in the digital age. We develop creative ideas that make brand propositions palpable and generate content that motivates audiences to take action, whether that's sharing content, making a recommendation or buying a product. We believe that the PR function and campaigns must be tied into business performance and organisational mission. We have developed the PR Vital Signs to benchmark how well organisations are set up to achieve PR success in terms of corporate reputation and business results. EML Wildfire is based in the UK and with 20 years of international tech PR experience, we have built a powerful international network of over 50 independent partner agencies allowing us to tailor flexible, global campaigns. We have been maximising success for brands attending MWC for 10 years, so if you're wondering why you've not got enough value from your investment at this year's show, then get in touch now to make sure you don't make the same mistake next year.



AxiCom Ltd

Richard White (Director of Telecoms)
richard.white@axicom.com
Lyle Closs (Managing Director, EMEA)
lyle.closs@axicom.com
Julian Tanner (CEO)
julian.tanner@axicom.com

www.axicom.com
telecoms@axicom.com

AxiCom
AxiCom Court
67 Barnes High Street
London
SW14 8PH
020 8392 4050

Technology fee income

2013 (£): 100% tech PR income.

Figures cannot be disclosed due to SOX regulations

Awards

Winner of "Best Specialist Multi-National Agency to Work For" for two consecutive years (The Holmes Report)

Specialist areas

Mobile & Wireless; Enterprise hardware & software; consumer tech; media tech; policy & governance

Clients

Nokia, ZTE, Dell, Red Hat, SpiderCloud Wireless, Kineto, Jasper Wireless, Citrix (Telco and Service Provider Platforms), Softlayer, Roambi, Brightcove, Adyen, Neustar

Other key information

AxiCom is a pan-European tech specialist PR agency with wholly-owned offices in London, Munich, Paris, Madrid, Milan, Amsterdam and Stockholm. AxiCom is the technology sector specialist within the global Cohn & Wolfe network, and a part of WPP.



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