

## MODULE 6

**1. To help you understand what makes a good press release we've included 3 examples: two unsuccessful pitches and one successful.**

**Take a good look and write your comments on what's wrong with the first two pitches and why the third one is the best one.**

### **Pitch 1: PR email to beauty editor (unsuccessful)**

Subject: Beauty/Health Catch-up:

Hi Eve

I do hope you are well and enjoying the lovely February sunshine. I wanted to get in touch and ask if you are working on any beauty/health features and are in need of experts, treatments and/or products at all? I look after a plethora of clients who would love to help, and are happy to answer your questions over phone or face-to-face, as well provide complimentary appointments.

I look forward to hearing from you Many thanks X

### **Pitch 2: Tech pitch to me (unsuccessful)**

Subject: AI-Powered Slide Formatting Solution So Many Waited for.

Hello! Would you believe that now anyone can save tons of time creating great-looking professional PowerPoint presentations with the help of AI? With millions of X presentations made in the world EACH DAY, this can become a real tech-revolution.

First on the market AI-powered automation for the slide-writing, X creates customized PowerPoint decks for MS PowerPoint in mere seconds.

It looks like the era of monotonous slide formatting, taking up to 30% of consultants' and 80% of designers' working time is gone forever. Unlike other competitors (x, x, x), who either lost a significant part of its functionality in the race for a user-friendly interface or just became X's copycats, x has created an easy-to-use application that aims to improve the legacy of X and save the time of professionals by leveraging AI.

X is a member of X and is already working with X of the customers in the global consulting market.

Would you like to share this valuable insight with your audience? Please, email us and we will provide you with any information on the project you need!

X

### **Your comments:**

## **Pitch 3. Small business suggesting feature ideas to a freelancer (successful)**

Hi Emma,

I hope you don't mind me seeing if you're pitching interior stories at the moment? I'm trying to get some more press for X and thought I'd just send you over some ideas in case any of them seem like something you might like to pitch (or that fit with other things you're working on).

### **-Social currency homewares**

A new breed of interiors retailers are challenging traditional perceptions of what homewares with social currency. look like. As well as X (elegant rustic), there's Goldfinger which do great contemporary furnishings out of waste and providing employment for local artisans and even Ikea is getting in on the social enterprise interiors trend - launching its Eftertanke collection in October.

The hook for this could be Social Saturday on 14th October, a campaign day designed to raise awareness of social enterprise shopping.

### **-Sustainable tableware/restaurants embracing eco/cool uniforms/settings**

X was commissioned by Studiollse to create napkins for Massimo Bottura's community kitchen in London in June and we're now about to complete on a job creating tea towels (made by refugees from linen) as part of the uniform for the new Petersham Nurseries in Covent Garden. The chefs there will also have jackets made from recycled bottles. It's pretty hog-level ethical procurement and I think the new Petersham uniforms/ethical aesthetic is a story in itself. But I also think it's a wider trend in restaurants starting to realise that serving local, sustainably sourced food doesn't go very well with plates from a factory production line in China. I'm pretty sure Cub (the new Mr Lyan restaurant) will be going down this route too as they asked us to produce stuff but in the end we couldn't do in their time frame. But certainly their interiors are super eco with counters made from recycled yoghurt pots and so on. That opens in September and Petersham early in 2018.

### **-The next trend in ethical living**

We know about sustainable food, fashion and beauty. Are sustainable interiors the next element of our lives that we should be giving an ethical overhaul?

Not sure if any of these might fit with anything you're working on, but would love it if you could keep X in mind. The collection has really grown since launch last year and I've had some nice press about my house but I'm really wanting to get some coverage for the business itself so that the idea gets some wider traction.

Do shout if you think there might be any mileage in any of these. I can do research to help you

flesh out ideas or talk through details to help finesse or develop new angles.

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## **Your comments:**