
Global Outlook. Local Insight.

WayToBlue

International Credentials 2010

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Owning Pan-European digital PR & multi-platform solutions.

- *What does this mean?*

We create (or take) existing **assets** and use our **global network** to **syndicate** them **across the web**. That's the nuts & bolts.

- We also mix in **smart digital thinking** and **creative strategy**. The result is a **fresh, powerful** approach to **digital communications**, with **unrivalled flexibility** and **nimble response times**.

- At the **core of our business** though - and what we **pride** ourselves on - is **relationships**.

With **clients**, with **media**, with **audiences**.

It's all about trust.

01 Who we are//vital statistics

Way To Blue was Europe's first dedicated digital PR agency and, 13 years on we have a fantastic International client list in the worlds of [film](#), [television](#), [gaming](#), [home entertainment](#) and [consumer brands](#).

We make it our business to remain at the forefront of cutting-edge media so that, through [strategic insight](#) and [technical innovation](#), we can continue to create engaging campaigns that really deliver.

We have [45 full time staff](#) in Way To Blue offices in [London](#), [Paris](#), [Rome](#), [Madrid](#) and [Berlin](#) and [LA](#). We also conduct campaigns in [Benelux](#), [Scandinavia](#), [Russia](#) and [Switzerland](#).

The Way To Blue international footprint means that our clients campaigns benefit from a [centrally coordinated](#) and communicated Pan-European strategy, offering not just ease of client/agency communication but real economies of scale.

02 What we do//digital PR in a nutshell

Put simply, in the same way that a traditional PR agency manages your communications in the offline media, we manage your communications in the digital world.

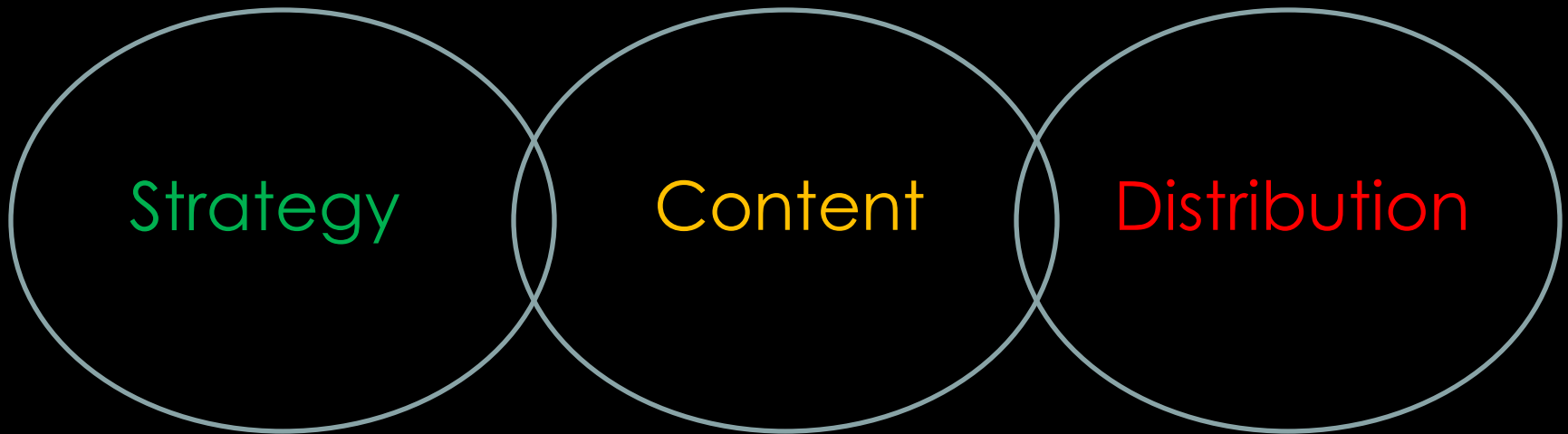
From navigating social networks to creating bespoke content, our campaigns run the full gamut of digital media and add real value to across the marketing mix (seriously, you won't believe the ROI...)

Be it online, ipod, WAP or IPTV, we cut through the ever more cluttered and expanding landscape.

Our areas of expertise include:

- digital press office
- video asset production
- talent-led asset creation
- junket coordination
- creation of virals
- placement & prominence of assets
- social media strategy
- creative partnerships and promotions

Our approach



Editorial targets
Asset strategy
Monitoring
Blogger profiling

Video content creation
Written features
Event coverage
Translation/localization
Viral production

Asset placement
Targeting & Prominence
Blogger engagement
Creative partnerships

An integrated solution

Publicity

Talent Access
Offline
AV & written
Events

Digital

AV content
Games
Applications
Widgets

Communities

Blogger relations
Exclusive content
Event participation
Talent participation

Media

Ad buys
Media planning
AV Content

Promotions

Valued prizes
Partnerships

DIGITAL PR

PR Agency

Working closely with offline PR Agencies

Creative Agency

They can provide key creative assets which we can help syndicate

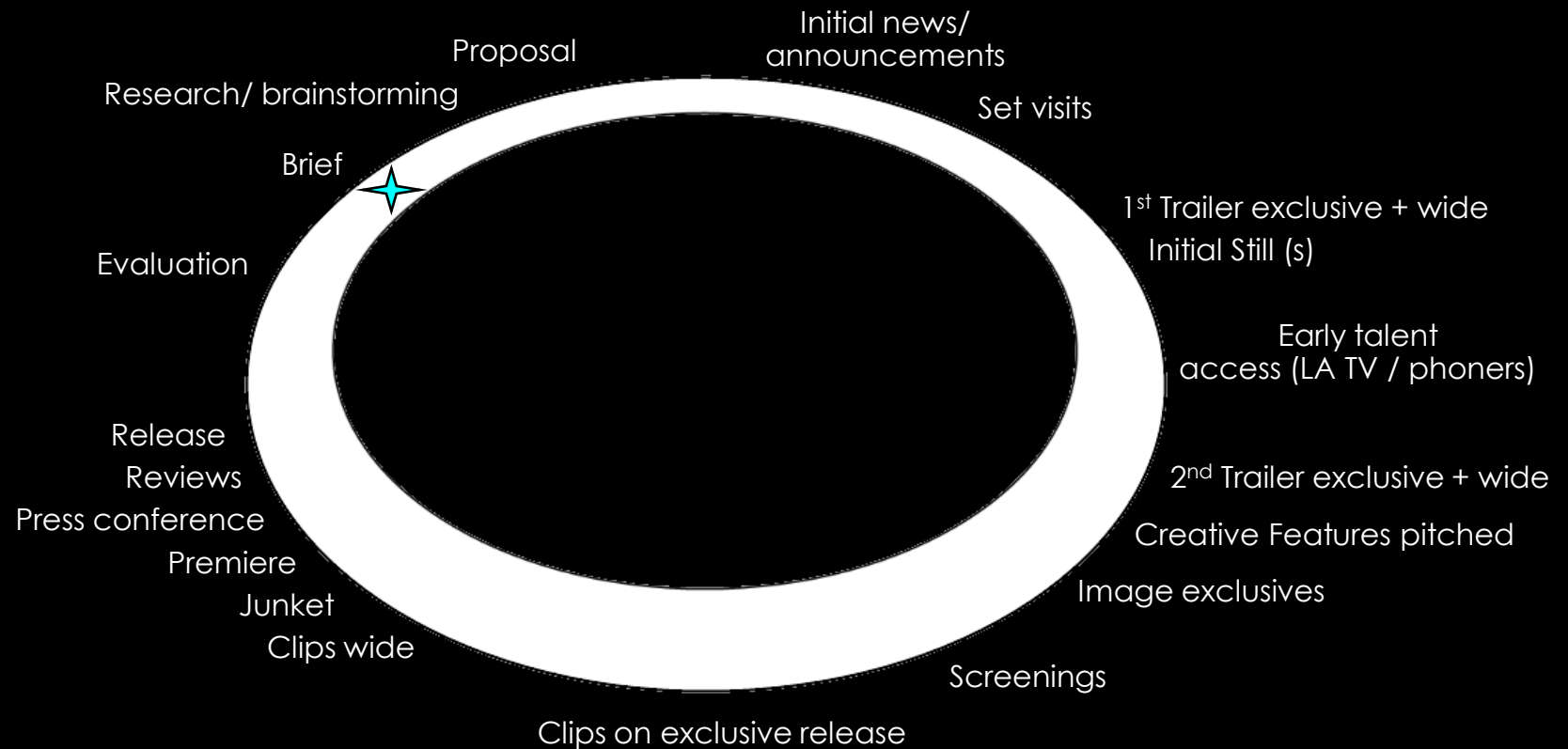
Media Agency

Ad buying efficiencies, Integrated approach

Promotions Agency

Taking 3rd party promotions to the next level

The campaign lifecycle



03 Local vs International// [global outlook. local insight](#)

We have developed so that we can sell our services locally or multi-territory. The international business allows us to join the dots and provide economies of scale

<u>International services</u>	<u>Local Services</u>
Global stringers available for junkets, film festivals, red carpets and content creation	Content syndication, exclusively or widely to pre-agreed target destinations
Buzz Monitoring in up to 15 International markets	Data analysis from local teams in each market
Social media research including top International blogs, and fan sites per market	Social media strategy, planning and implementation
Creation of text generics, creative features, talent featurettes	Distribution of content locally, maximizing coverage and delivering cut through
Driving value against any online media spend	Negotiation with local editors to incorporate increased editorial coverage against media spend

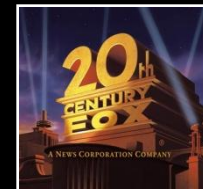
04 Partners//we keep good company

“Generating awareness” has become old fashioned. Sure, there is a job to be done... but to spur Sales, decisions must be influenced once awareness is raised.

Decisions are no longer influenced by industry experts or political leaders. They are influenced by peers, communities and friends.

So it's more important than ever for your product to create a buzz and stand out from the very beginning. Online is no longer the last investment, but the first.

Our clients know it's not enough to be on the cover of a magazine, or get a guest spot on a TV show. These days, if you're not talking to your audience online, you're not talking to even half the people you need to reach...



05 Examples//we've done this before you know

05.1 Events

With a global team of stringers, we are equipped to cover most events, develop generic exclusive material and syndicate where required.

Some recent covered events:

- Jumper press day in Cairo and Rome
- Angels and Demons long lead junket in CERN and Rome
- X-Men Origins: Wolverine set visit in Sydney
- Night at the Museum 2 set visit in Vancouver
- Dragonball set visit in Mexico
- Up press day in New York
- Quantum of Solace set visit, press day and junket in London
- Cannes Film Festival (see pic Bee Movie coverage)
- Venice Film Festival

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The buzz about Jerry Seinfeld

By Genevieve Hassan
Entertainment reporter, BBC News

Jerry Seinfeld, best known for the US sitcom bearing his name, has remained fairly quiet in recent years on the big screen. He has spent the last four writing, producing and voicing his new animated film, Bee Movie.

There are some lengths stars will go to in order to promote their new film.

For comedian Jerry Seinfeld it was dressing up in a gigantic bee suit, hoisted up on a crane and "flying" off a building across the Cannes sky during its film festival for Bee Movie.

"They told me Scorsese did the same thing last year for *The Departed*," he joked at the time to a crowd of press and paparazzi.

But with hindsight, did he still think it was a good idea?

"We rehearsed it in the middle of the night at 3am in the dark and it was loads of fun and we were going up and down the cable," Seinfeld recalls.

"Later that morning there were hundreds of press there and all of a sudden it became a different thing in the daylight with all those people watching.

"I couldn't help thinking if I did fall to my death at this moment, what a gruesome experience it would be for all these people to watch. That gave me a little spook."

Jerry Seinfeld dressed up as a bee to promote Bee Movie

05 Examples//we've done this before you know

05.2 Publicity Material

Our core business is bringing content and distribution together.
Online content should be exclusive, and we're here to create the right material .

For Jumper, we were invited to two press days in Cairo and Rome and asked to develop a featurette that displayed the art of 'jumping'.

http://ukpress.waytoblue.com/distribution/ant/Jumper_Cast_Featurette_850k.mov

For the X Files, we created a fan frenzy piece on the red carpet of the UK premiere.

http://ukpress.waytoblue.com/hazyjane/client/pan_eu/fox_international/WTB_Xfiles_010808_01.mp4

For The Dark Knight, we had a phoner with Production Designer Nathan Crowley and developed this interactive widget to help users visualize.

<http://wbpinewmedia.warnerbros.com/DarkKnight/publicity/nc/index.html>

For Watchmen, we attended a press day in LA and created 3 behind the scenes featurettes.

http://ukpress.waytoblue.com/hazyjane/client/pan_eu/Featurette1.wmv

05 Examples//we've done this before you know

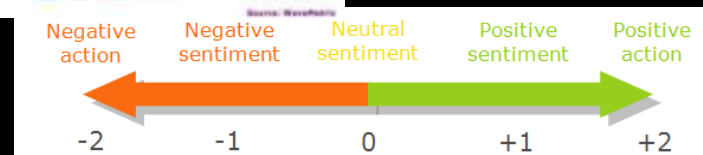
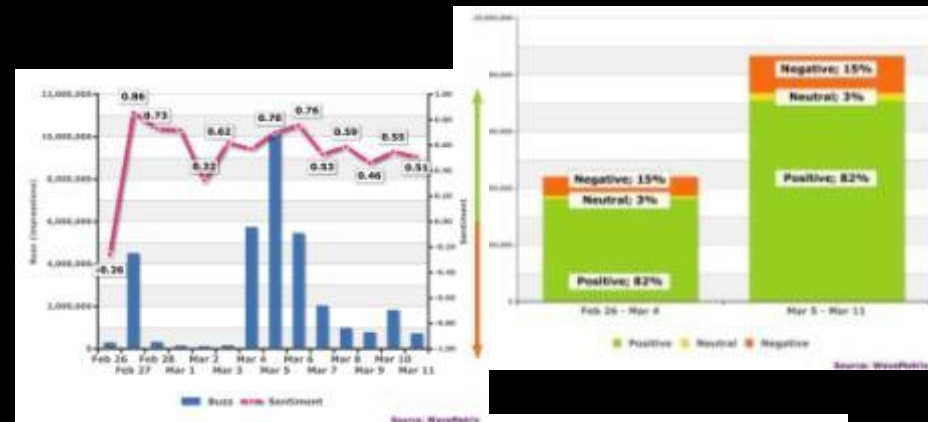
05.3 Buzz Monitoring/Research

Way To Blue offers three levels of monitoring depending on requirements and budget. All allow us to inform and adapt the campaign, as well as feed into the ROI metrics.

Coverage Monitoring – Basic monitoring that reports back the success we have had with gaining coverage both on portals and within in social media, including basic metrics on conversation around this coverage.

Conversational Monitoring – This steps up the monitoring beyond just coverage and offers 'snapshot' analysis of conversation taking place around campaign assets and brand at specific times and for an agreed time period.

Partnership Monitoring – High level analysis from our ongoing partnership with online buzz monitoring and research company Wavematrix. Partnering with the data agency allows us to produce extremely insightful and analytical reports on the campaign and brand over any course of time.



06 Social media//

People talk, and they talk a lot online. Harnessing and working with the people that start conversations can bring limitless, word-of-mouth based, publicity.

From engaging with participants to creating bespoke content, our campaigns run the full gamut of social media and add real value to across the marketing mix.

Be it micro-blogging to forums, mobile to video, we utilise the social landscape to engage and proliferate.

Our areas of expertise include:

- social media strategy
- social media monitoring
- tactical response to buzz
- leveraging blogger relationships
- content creation
- asset seeding
- experiential events
- creative partnerships

07 Testimonials// stop it, you're making us blush

“WDSMP recognise the importance of reaching our digital audience and to do that we need an agency that can **deliver proven results**. Way To Blue is that agency.”
Michelle Sewell, SVP International Publicity, WDSMP



“Way to Blue are **dynamic, innovative and results driven** and have a thorough understanding of the new media environment.”
Deborah Sheppard, Marketing Director, Paramount UK



“Way To Blue have proven to be an **effective digital partner** for our integrated multi-platform campaigns in continental Europe.”
Tom Keeter, SVP Marketing EMEA, Sony Pictures Television International.



“Their **involvement** with every launch, their **transparency**, their **knowledge** of the medium and their **commitment** have made Way To Blue a fantastic associate for all our releases.”
Leonor Martinez, Marketing Director, Universal Pictures Spain



08 Contact us//you know it makes sense

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