
Global Outlook. Local Insight.

WayToBlue

International Credentials 2009

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01 Who we are// vital statistics

Way to Blue was the UK's first dedicated digital PR agency and, 12 years on, we boast an International client list of entertainment brands that reads like a who's of the worlds of film, television, gaming, home entertainment and consumer brands.

We are the only digital agency to feature in PR Week's Top 50 consumer agencies and are in fact the only digital agency in the chart.

We have 45 full time staff in offices in London, Paris, Rome, Madrid and Berlin and this year will open an office in LA. We also conduct campaigns in Benelux, Russia, Scandinavia and Switzerland.

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.

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.

Our strength is in the relationships we have with online editors. Your strength is the compelling content you own.

Our areas of expertise include:

- breaking news
- leveraging journalist relationships
- maximising online coverage
- securing editorial endorsement
- creation of online publicity material
- social media strategy
- integrated agency solution
- video asset placement
- creative partnerships and promotions

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 creation of generic content	Content syndication, exclusively or widely to pre-agreed target destinations
Buzz Monitoring in up to 15 markets internationally	Data analysis from local teams in each market
Social media research including top international blogs, fansites per market	Social media strategy, planning and implementation
Creation of text generics, creative features, talent featurettes	Distribution of content locally maximising coverage and delivering cut through
Driving value against any online media spend	Negotiation with local editors to incorporate increased editorial coverage against media spend

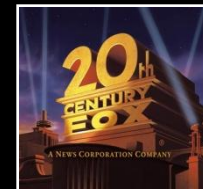
04 Who we work with// we keep good company

The model of generating awareness has become old fashioned. Sure, there is a job to be done, but to achieve sales, once awareness is raised, decisions must be influenced.

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 that it's not enough to be on the cover of a magazine. Or to 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 be...



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

05.1 Events

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

Events covered include;

- 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



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

05.2 Publicity Material

Our business is all about bringing together content and distribution. Online content should where possible be exclusive and we look to create material to achieve that

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 the Production Designer Nathan Crowley and developed this interactive widget to help users visualise.

<http://www.so-productions.co.uk/encodejobs/videos/DarkKnightFinal/>

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

Now that the online environment is the first place for discussion, its influence is growing. Opinion formers become early adopters and are able to become brand advocates or even develop a smear campaign. Monitoring allows Brand owners to tailor marketing campaigns, develop positive word of mouth, influence sales and manage crises situations.

We have developed a product that monitors editorial and consumer chatter in all of the markets we represent. This is a key area of investment for Way To Blue.

07 Your Team// faces you can trust



Adam Rubins//
Associate Director

After a 10 year spell at Buena Vista International (Europe) as Marketing Director, Adam decided it was time for something different and travelled the world in search of inspiration and hair.

His mind was opened to a new world, so there was only one choice when he returned. To embrace the future of consumerism in the entertainment landscape, his first and last love.

Adam has been with Way To Blue for 2 years now with a major focus on driving the International business.



Rebecca Strauch//
Senior Manager, International

After working in the publicity group at Sony Pictures Germany for four years, Rebecca followed her two biggest passions - love of Entertainment and International work.

Once in London, Rebecca worked for DreamWorks / Paramount Pictures International and freelanced for Premier PR working on projects such as the London Film Festival.

Rebecca has been with Way To Blue for 2 years now and has played a key role in developing some of the local offices and co-ordinating International business.

08 Contact us// you know it makes sense

For more information, please visit our website:

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