

# WHO IS “THE CUSTOMER”??

- INDUSTRY MEDIA EDITORS
- PRINT AND ONLINE MEDIA OUTLETS
- IN THE AMERICAS, EMEA AND APAC

# HOW MUST “THE CUSTOMER” PERFORM THEIR JOB??

- ✓ MORE
- ✓ BETTER
- ✓ FASTER
- ✓ FOR LESS \$\$ (€, £, ¥)

# TWO ELEMENTS MOST REQUESTED BY TRADE MEDIA EDITORS:

("THE CUSTOMER")

- ✓ **LOCAL LANGUAGE TRANSLATIONS**
- ✓ **RICH MEDIA – PHOTOS/GRAPHICS/VIDEO**

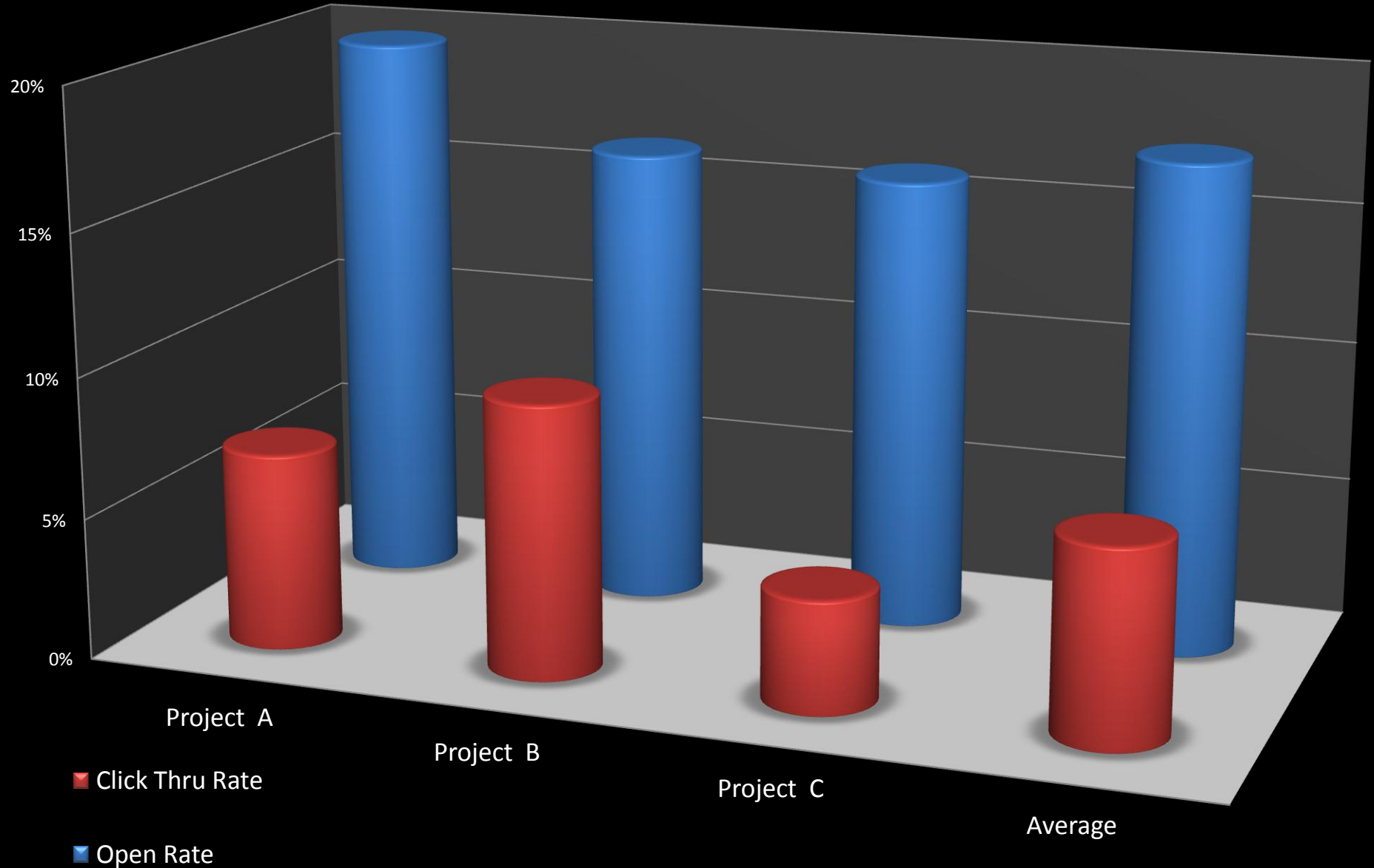
EDITOR **CLICK THRU**

MEANS

**MEDIA PICK UP**

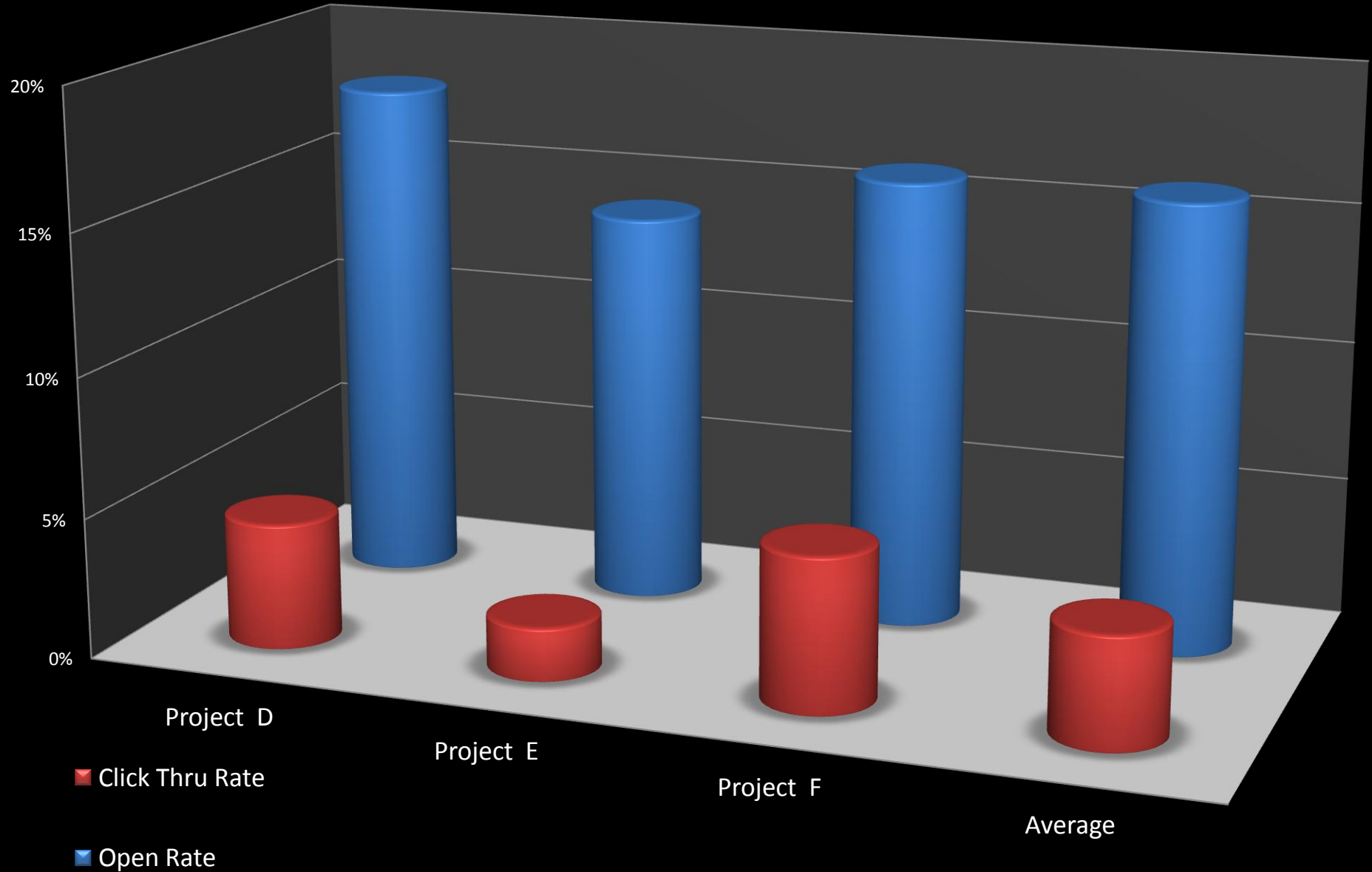
**Local Language = NO**

**Rich Media = NO**



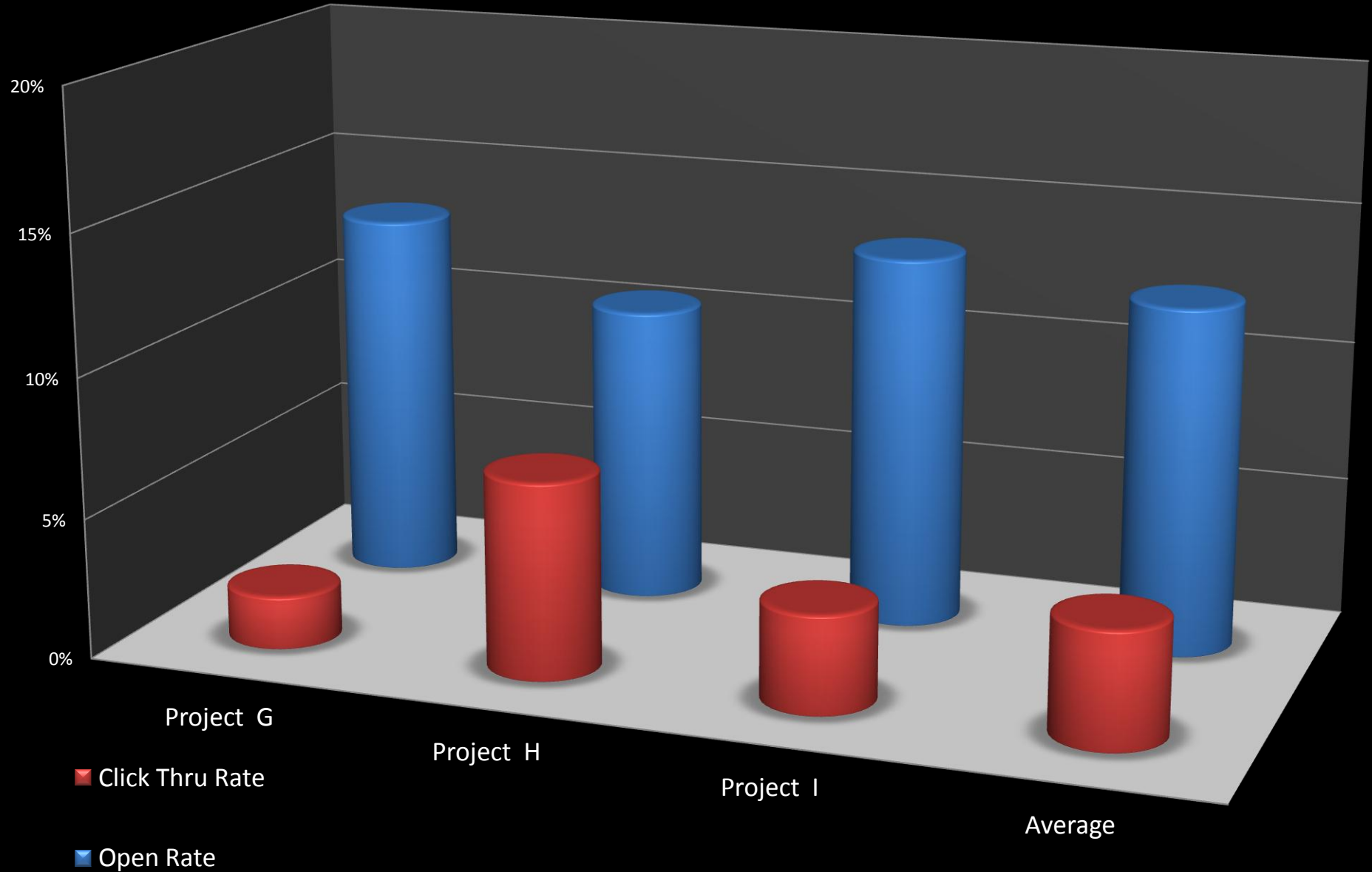
Local Language = NO

Rich Media = YES



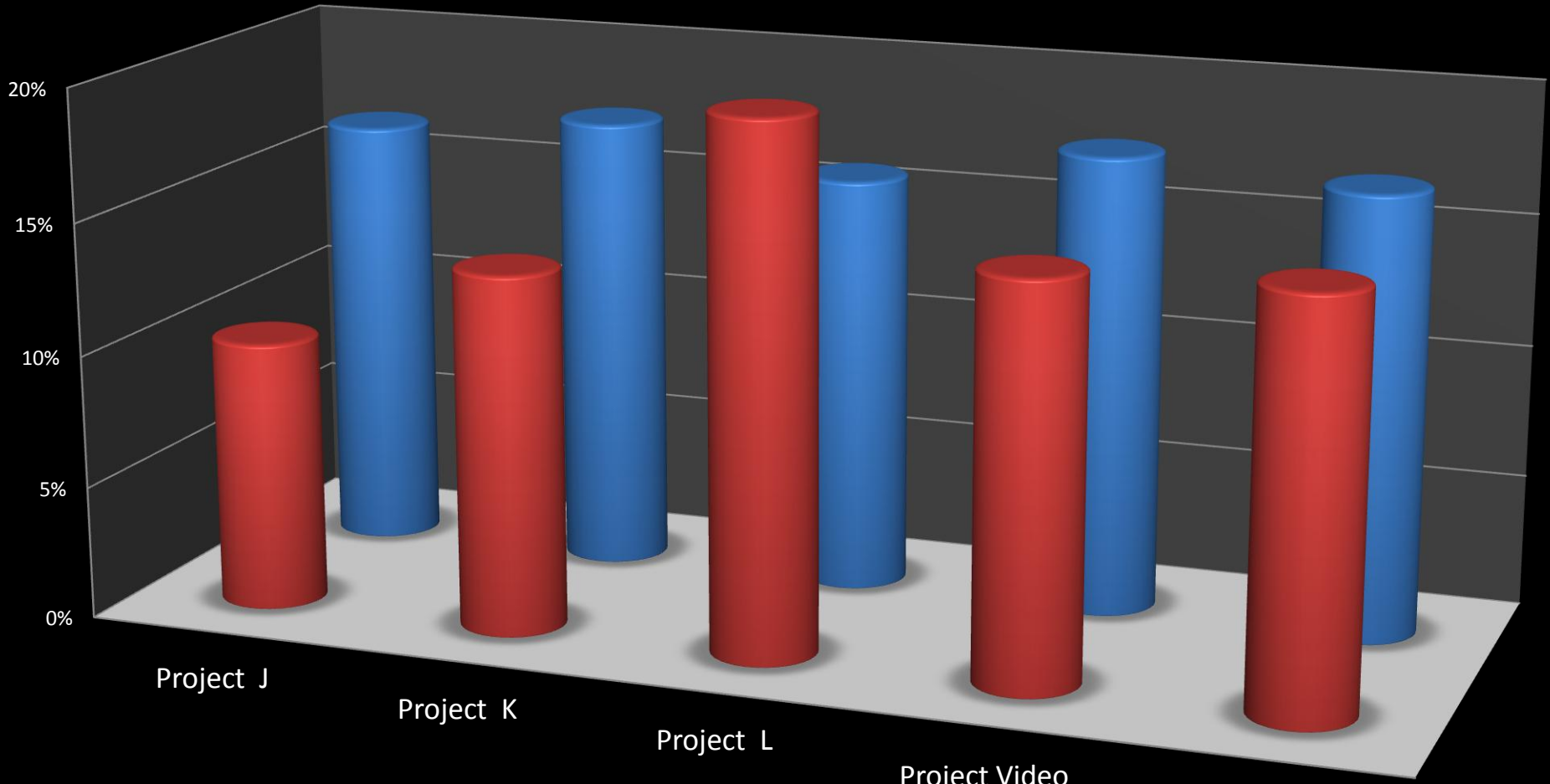
Local Language = YES

Rich Media = NO



Local Language = **YES**

Rich Media = **YES**



Click Thru Rate

Open Rate



EDITOR **CLICK THRU**

MEANS

**MEDIA PICK UP**

WHEN LOCAL LANGUAGE TRANSLATIONS

AND

RICH MEDIA - PHOTOS/GRAPHICS/VIDEO

ARE INCLUDED.....

**MEDIA PICK UP**

**INCREASES 3x**

**At TechWire International, we provide media relations for firms in the electronics industry. Our clients have global reach. TechWire takes them to market with feature editorial coverage. We take clients to market with new product and technology announcements. We take them to market with turn-key media events in global business centers. TechWire partners with trade press around the world to give clients a competitive advantage. Clients tell us that TechWire builds brand awareness and positions them as technology innovators and industry authorities.**

## **TechWire International, Inc.**

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