

Media Savvy?

At what cost???



As your company gears up to face **challenges of the 21st century**, there is one factor that holds the key to its success: its media/public presence. We know you are fully aware that the way to build it is through the media. But sit back and think doe a while.

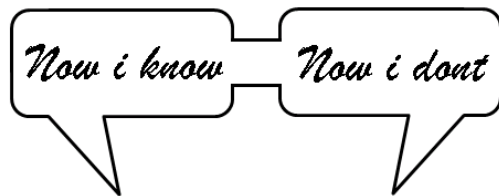
Is your company actually getting its just returns from its PR exercises? Are your PR exercises driven by result orientation, which will **ensure your company is firmly ROOTED at the top** of the big, bad corporate world?



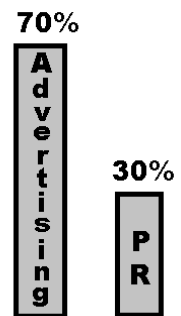
Do your PR exercises create a heavy drain in your company's cash register? More often than not, your answers to all these questions will be a resounding YES!!

Recent surveys indicate that most MNCs allot **70% of their annual business promotion budget to advertising and the remaining 30% towards PUBLIC RELATIONS.**

We are aware of the fact that your company pays a lot of attention and money to effective public relations and brand building. These form the spring boards on which your company can catapult to great heights in this menacingly competitive business scenario.



Lets assume your company employs staff from within the company to do the PR job of building the company's image and creating awareness among the public. There are many inherent pitfalls in this kind of set-up.



The primary setback is that the personnel who handle the job from within your company will have a distinct company bias, and this is most certain to cloud their judgment. They many have absolutely no clue as to what story/news item/write-up will suit which publication.

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They do not know how to present news of their company in a telling manner in order to reach **the target segment**.

Besides in a non-professional set-up, which invariably in most cases is a one-man show, the entire exercise is bound to lack creativity and is a **mundane, traditional and boring affair**.



HOW BORING

These personnel also do not have access to latest updates in the media as to which journalist is employed in which organization or what story will best suit which publication at what time etc. All the factors are loaded heavily against companies that opt for in-house PR, thereby not giving the company the desired results.

In case you have already employed PR consultants or have a professional PR firm handling the job for you, consider these factors.

Why do you need to pay monthly retainer amounts to the PR firm irrespectively of the fact whether your company does or does not have news worth publishing? Why do you need to reimburse actual costs (Travel expenditure/hospitality charges/office automation costs/ copywriter's fee etc.) to a professional set-up? And to top it all, there is no accountability.



Your company is kept in the dark, when it comes to actually even knowing if facts about your company will appear in the respective publications. You are given absolutely no confirmation, even as your PR firm walks away the cool retainer amount you pay at the end of every month.

Most companies have been facing these problems prevalently for ages. It is in such a scenario that we at **CATALYST PR** are addressing the situation in a whole new win-win light.

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ADVANTAGE CATALYST

We have been in industry for over half a decade and have so far brought out more than 200 Press releases for about 130 clients. In this short span, our record is unprecedented. This is the only organization, which boasts of this achievement in Tamilnadu.

Catalyst is not particular in limiting its jurisdiction to the city of Chennai alone. With willing and winning to fly, we also operate in Coimbatore, Hyderabad, Cochin, Mumbai, Ahmedabad, Baroda, Bangalore, Kolkata and New Delhi with the help of associates in those cities.

