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Why choose Recognition?

Recognition is an Australian-owned media relations and marketing communication consultancy with 22 years experience in the Australian and New Zealand IT market.

Our core competency is developing and executing PR and marketing programs that deliver positive, measurable and important results for our clients.

We specialise in the IT industry and understand and work with all sectors of the market.

Other reasons companies choose Recognition

Our clients come to Recognition for similar reasons – our expertise and experience in developing creative, successful communication campaigns for IT and consumer technology companies.

We design communication programs that deliver results that matter to clients. We start with understanding their business challenges and we build campaigns from there.

Our approach is pragmatic and collaborative.

Our clients value our idea-generation skills, our friendly approach, transparent consulting culture and our deep industry knowledge.



Recognition's services

To enhance your corporate communication we can:

- › Develop key messages that convert thought into action
- › Advise on your best course of action when issues arise
- › Write documents and build statements to support your position
- › Build company-wide launch programs aimed at multiple audiences
- › Manage crises so the impact on your business is minimised
- › Improve internal communication.

To make your market influencer activities more powerful we can:

- › Connect you to the analyst community and help you brief them
- › Source and organise speaking opportunities
- › Develop speeches and presentations that will engage your audience
- › Develop channel communication programs that build relationships
- › Promote and leverage community relations
- › Promote your corporate governance activities and bolster shareholder opinion
- › Help you participate in market or regulatory debates.

To support your marketing communication we can:

- › Identify, negotiate and manage sponsorships to maximise your ROI
- › Write and design benefits-driven sales collateral and advertisements
- › Work on your AV presentations to make them as effective as possible
- › Engage market research firms on your behalf to gather market data
- › Write and design newsletters that get read.

To build media awareness about your company we can:

- › Build media strategies that shift, support or create market perceptions
- › Train you to perform better in media interviews
- › Set up media interviews
- › Track editorial features and submit content on your behalf
- › Work with international executives to capitalise on media opportunities
- › Write by-lined articles and place them with suitable media outlets
- › Manage product reviews to build a positive journalist experience
- › Write and distribute news releases that get the media's attention.

How we work

Recognition makes the most of technology by using custom-built practice-management systems.

That means our time and effort is focused on delivering value to clients – not organising information and reinventing processes. By using systems we can continuously deliver quality outcomes for clients, train staff faster on client requirements, remove the risk of non-compliance with client requests and track, measure and report on our performance quickly and easily.

We regularly create new applications to support specific client needs. Some of the applications we've developed include:

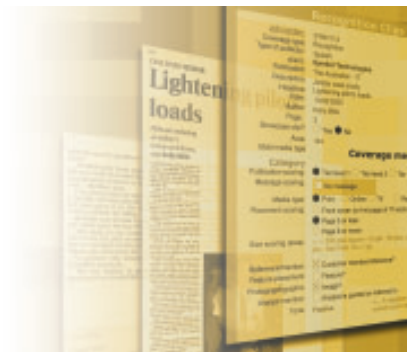
- a journalist and media tracking system – Recognition PR's approach to media relations is that every journalist is different and the success of a communication campaign is often based on working relationships.

To this end, we have developed a series of systems that let us track and target journalists individually. We don't use pre-set media lists or a scatter-gun approach.

Our clients' news is important and a personal approach gives it the greatest chance of being reported.

- centralised editorial feature tracking – Recognition tracks all main IT and business editorial feature opportunities. By storing these in an indexed system consultants have ready access to opportunities they can leverage for clients.
- a hosted product loan pool system – Recognition manages loan pool inventory and logistics for product-led technology companies. We manage the receipt, refreshing, distribution and tracking of several hundred products on a daily basis.
- a hosted customer reference database – we audit our clients' customers to see how they can be leveraged (outside of doing PR) for marketing and sales.
- an online billing system – clients can see their budget situation live. There are no hidden costs or surprise invoices at Recognition. The information we see internally is the same information clients see online.
- an online work in progress system – clients can track job progress via our secure website login.

HOW



Return on investment

Recognition believes in accountability and making sure clients' budgets are invested efficiently and wisely. Our business approach and underlying systems support this.

Time and materials

Recognition prefers to work on a time-and-materials basis with clients rather than charging a set retainer.

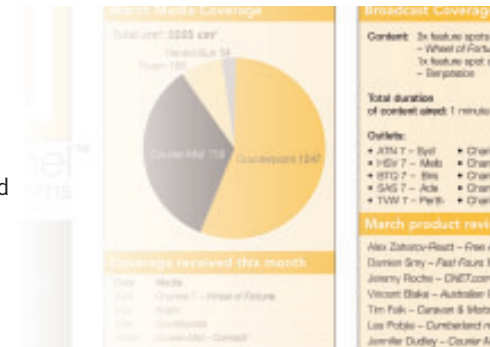
We charge clients only for the work we do, usually up to a set budget. This means we constantly need to come up with new ideas and look for opportunities for our clients to make sure the allocated budget is used.

We believe retainers encourage reactive communication programs and agencies can sometimes do little, while still earning the same retainer.

Measurement of results

We measure results and we measure what our clients invested in getting those results.

One of the innovative reporting tools we use is an executive-level dashboard report that provides instant graphical representation of PR activities and results. Using our detailed measurement system we can create a different dashboard for each client based on elements that are most important to them.



Regional capability

Recognition PR is the exclusive partner in Australia for BrodeurPleon, one of the world's leading PR companies specialised in servicing technology-driven companies.

BrodeurPleon supports Recognition's clients by providing a network of agencies and wholly-owned subsidiaries that can implement regional PR programs driven out of Australia or other regions.

More information about BrodeurPleon can be found at: www.pleon.com or www.brodeur.com.

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