

**WE COMMUNICATE**

That's what we do!



**International TV- & Media  
Communications**

Communication Strategies for  
a Strong Global Leadership.



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Contact:

Michael Grabner, CEO T: +43 664 85 19 160

Christoph Gretzmacher, COO T: +43 660 101 66 15

E: [m.grabner@rocketmedia.at](mailto:m.grabner@rocketmedia.at)

E: [c.gretzmacher@rocketmedia.at](mailto:c.gretzmacher@rocketmedia.at)

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**Every company needs a vision.**

**Every vision needs a strategy.**

**Any strategy needs the right communication.**

**We accompany you on this path.**

## **WE COMMUNICATE**

That's what we do!



### **Our Strategy to fulfil the vision:**

“Embedded Content Marketing – Storytelling”, We create content about:  
your brand, region, products, resources, tourism, events, investment, promotion, ...

... and embed it in a TV-Documentary, which we will distribute to a worldwide audience, to almost every television broadcaster in the world. Diverse information, strategic messages and customer products & brands are packaged as interesting stories within TV documentaries, reportages or news formats. The journalistic workup ensures strong credibility, whilst the link to global economic, cultural and social themes generates international relevance. Creating “conversations around the brand” not about the brand. This means creating content that shows heart and soul of ..... and its people.

### **The right communication strategy:**

International TV-Communication guarantees:

Controlled international media output, you decide what's going on-air.

- We produce your tailor-made films (documentaries, editorials), TV-Spots and news play-outs.
- We transport your topics: Country, Culture, Business, Tourism, Events & Summits, Press Conferences, State Visits, State address & strategically issues,...
- We distribute your content to a worldwide audience:  
195 countries; 6,500 TV- & Network Stations; 22,000 news-rooms; 120,000 journalists.
- We report every single airtime at each media channel world-wide.

## NEW WAYS to communicate effectively:

The old school marketing habits and paradigms don't cut it anymore.

Because of globalization, traditional ways of marketing are not as effective as they once were.

The classical TV-spot-commercial, or paid journalistic articles are out. Pull rather than push. It's about attracting the customer to you, rather than pushing advertisements. Publishing culture is different to an advertising mind-set. Newsrooms, storytelling, reporting, ... are a world apart from corporate marketing and advertising.

Smart marketers realize that consumers are not interested in ads and promotional material;

We can't just talk at them anymore with promotional messages that they have not requested and have no interest in.

They can just simply turn those messages off. To successfully deliver a message to an audience in the digital world, where the user controls the receipt of messages, the message must be informative, relevant and provide value. That's exactly why content marketing is the top priority for most marketers today, and why many believe it will be the most important area of marketing in the future.

Audiences respect brands that communicate with them instead of telling them what to think or do. Telling a compelling story gives consumers the power to make their own conclusions and take their own action. When we talk of storytelling, we are speaking of stories told in a positive sense. Even in the area of issues and crisis management, an effective strategy will focus on getting truths in the public domain.

Embedded Content marketing, or creating and publishing media rather than "renting" advertising time and space. Emerging digital technologies and channels now enable any brand to function as a media company with very real advantages:

- building branding, awareness & trust,
- Open doors to global opportunities
- Create business networking opportunities
- Position you and your brand as a thought leader and expert with worldwide audiences.

### **The challenges:**

- Creating "conversations around the brand" not about the brand. This means creating content that has heart and soul of the brand embedded but not mentioned.
- Marketers must evolve from advertisers into storytellers. Advertisers interrupt consumers with messaging that are overwhelmingly "me" oriented: my product, my service. Storytellers attract, beguile, entertain, and inform.
- Shifting to effective and sustainable content marketing requires far more than pinpointing (or hiring) someone with writing skills and tasking them with producing content. It must be deeply integrated with broader marketing strategy and initiatives, including advertising, and it must become ingrained in company culture.
- Integrating Content Marketing with Advertising. Increasing confidence in and reliance on content marketing is causing marketers to re-evaluate, and often to cut back, on advertising and shift those dollars to content production and distribution. For optimal impact and maximum success, content and advertising should be integrated — or at least interrelated. In tandem, the two can more fully express a brand story.

### **But what does "Embedded Content Marketing" exactly?**

We create content about your Country, Brand, Region, Product, ... and embed it in a TV-Documentary, which we will distribute to a worldwide audience, strictly speaking to more than 6500 TV-Channels worldwide.

We call it: "international TV-communication" by rocket media communications™

## WHAT OFFERS THE INTERNATIONAL TV-DISTRIBUTION?

### Rocket Media Communications™,

- distribute your Story, Topics, ... to innumerable TV stations and networks in worldwide target markets.
- aims to achieve for you the maximum broadcasting breadth and time, and guarantees cohesive services:

### Our Guarantees:

- TV-airings on more than 150 TV-channel in the target markets with a media value of 50 million Euros minimum.
- 1,5 billion households technical reach
- Coordination of TV distribution
- Clarification of television licensing rights for each broadcast

### Your Benefits:

- ✓ Controlled international media output, you decide what's going on-air – instead of inviting journalists from around the world and not knowing what they will produce.
- ✓ All formats out of one hand, for one price – no expensive cost for advertising airings!
- ✓ Infotainment - with our formats you have the possibility to transport emotions, tell stories and inform - to an worldwide audience!!
- ✓ We guarantee broadcastings on at least 150 TV-Channels worldwide – without paying for expensive advertisement costs.

### Rocket Media Communications™:

- Places for more than 10 years worldwide TV programs via news and documentaries.
- Provides high-quality film processing issues in the areas of: communication for cities, countries, regions, events, products, companies, conventions, trade shows, ....
- Global presence, global awareness of multilateral issues, impressive media stocks at relatively low cost, credibility and communication with long lasting effects.

We would be happy to be of any help to transport your message to a worldwide audience ...

**Rocket Media Communications™ - whose innovative concept is setting new standards in the world of global communications, is the world's first TV communications agency based in Austria, Vienna.** (April 16 2013, PRNewswire)

Press-releases in 11 languages:

<http://www.multivu.com/mnr/60641-rocket-media-communications>

### rocket media communications™,

whose innovative concept is setting new standards in the world of global communications, is the world's first TV communications agency who develops customized television formats for their clients and then ensures that these are distributed to almost every television broadcaster in the world.

Diverse information, strategic messages and customer products & brands are packaged as interesting stories within TV documentaries, reportages or news formats. The journalistic workup ensures strong credibility, whilst the link to global economic, cultural and social themes generates international relevance.

The trick to effective, value-for-money public relations lies in the refined TV formats being supplied free to around 6,500 TV stations worldwide, which results in massive broadcast rates. Although the customer covers the production and distribution costs, the pay-off is a guaranteed global or specifically targeted audience of millions, or even billions, at a comparatively low cost. Business and tourism regions, and international companies, have recognized this new advertising format's potential, which has attracted customers such as the Republic of Kazakhstan. The image movies and documentaries produced ahead, during & after the 'Asian Winter Games 2011' in Kazakhstan were shown on a total of 690 TV channels worldwide, including the BBC, euronews, CNN, Eurosport, Asia News International, Russia Today TV, CCTV, Reuters,... resulting in 1,600 broadcasting HOURS and 1.4 BILLION VIEWERS.

## HOW ?

To successfully deliver a message to an audience in the digital world, where the user controls the receipt of messages, the message must be informative, relevant and provide value. That's exactly why embedded content marketing is the top priority for most marketers today, and why many believe it will be the most important area of marketing in the future.

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**Marketing is not a battle of products, it's a battle of perception** (Ries&Trout, 2001)  
**"A picture is worth a thousand words"** (Arthur Brisbane)