



PR2Point
Marketing communications agency



Media kit 2014



ABOUT US



WHO WE ARE

Team

We are a group of professionals with extensive work experience in PR, mass media and tourism, who are brought together by one mission – make the world see our clients the way they want to be seen. Our team consists of talented journalists, advertising and PR experts, specialists in online and social network marketing, translators and copywriters.

Our aims and mission

We strive to always be the best at what we do.

We set out to help our clients make global assessments and succeed in their most ambitious marketing endeavors.



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WHAT WE DO

Full scope of PR and marketing communications services

We take care of all the PR-related matters: build your reputation, work on your public image, and increase the popularity of your brand in the media, on the Internet and on the market.

We help you establish business relations all over the world and break language barriers.

Constant media presence

We maintain daily contact with the press, ensure media coverage and post materials in blogosphere, social networks and on other websites. We manage your reputation, monitor information in mass media and social networks, promptly identify hot-button issues and eliminate negative impact.

We will help you succeed on the Russian travel market

We know all about Russian tourism, maintain connections with all the leading travel mass media outlets, large tour operators, airlines, tourism associations and with the government.



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OUR PROJECTS



TRN – WEB PORTAL ON TRAVEL BUSINESS



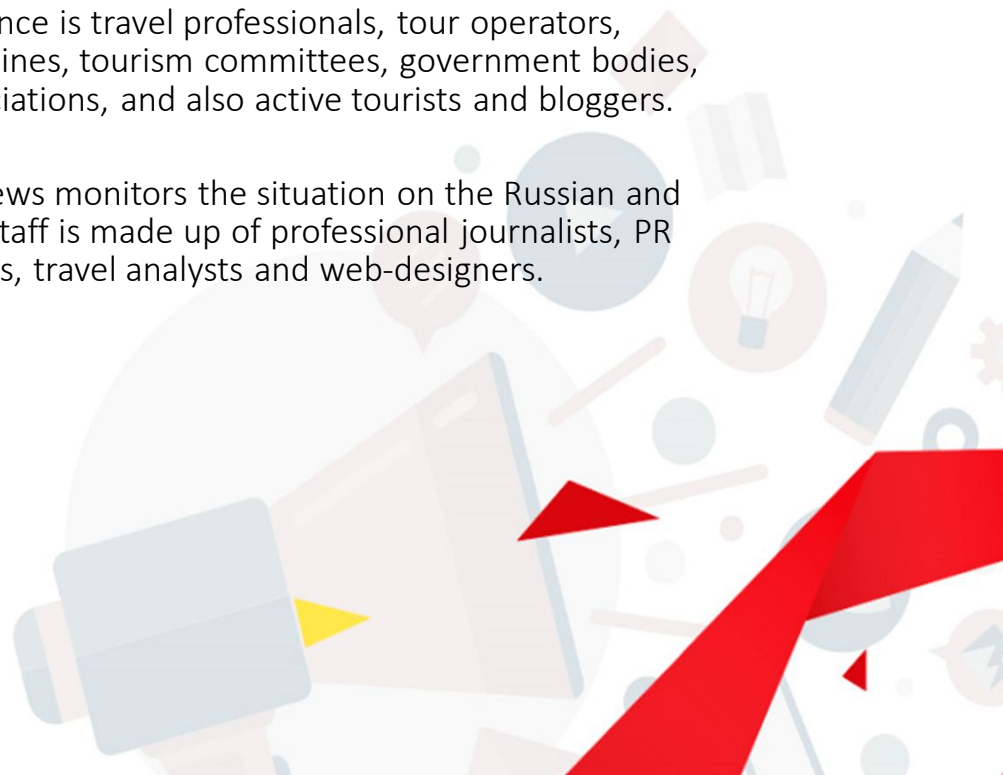
Travel Russian News, a professional website devoted to travel business, was developed in Moscow and went online on September 3 of 2012. It has since been actively growing on the travel news market, and is now known as an active and reliable partner, whose signature style is accuracy and professionalism.

The website's target audience is travel professionals, tour operators, travel agencies, hotels, airlines, tourism committees, government bodies, public organizations, associations, and also active tourists and bloggers.

Each day Travel Russian News monitors the situation on the Russian and global travel market. Our staff is made up of professional journalists, PR and social media specialists, travel analysts and web-designers.



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TRAVEL RUSSIAN AWARDS



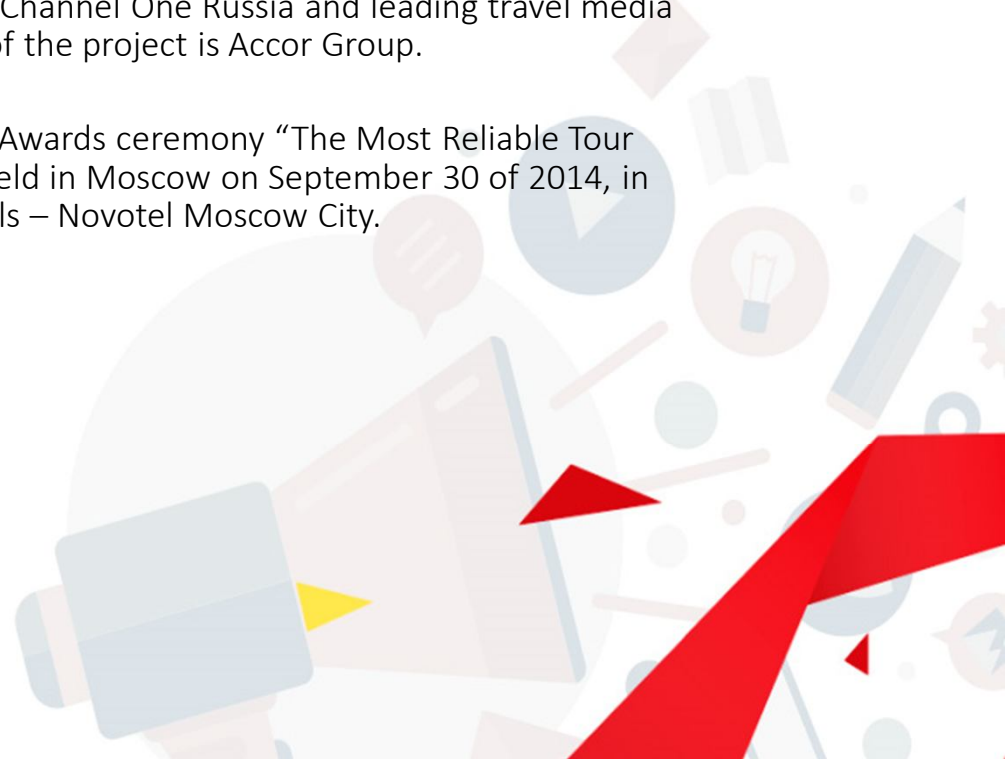
Travel Russian Awards honors the largest tour operators of Russia, which are chosen through a nationwide poll among Russian tourists from all the federal districts and 205 settlements.

The award ceremony is hosted by Travel Russian News, marketing communications agency PR2Point and job portal Superjob.ru with the information support from Channel One Russia and leading travel media outlets. General sponsor of the project is Accor Group.

The official Travel Russian Awards ceremony “The Most Reliable Tour Operator of Russia” was held in Moscow on September 30 of 2014, in one of Accor Group’s hotels – Novotel Moscow City.



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OUR SERVICES



COMPILING AND MAILING OUT PRESS RELEASES



Press releases are an indispensable part of any PR campaign. Properly written and interesting press releases instantly become news items and publications in dozens of media outlets.

We have collected an exclusive database of e-mails and phone numbers of more than 100 travel journalists, with whom we work every day and personally know each of them.

Terms of compiling a press release:

- on a form made specifically for your company we write a press release, which is based on a given matter and which we then send out to the journalists from our database;
- after e-mailing the press release, we phone each of the journalists, and provide those who work on developing the topic with additional information;
- a guaranteed publication of the press release on Travel Russian News and other travel websites which allow for free posting of press releases.

The price of services for one press release: € 400

* For additional pay we can ensure that the press release is published as a news item in specific travel media outlets



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PUBLISHING PR INFORMATION IN MASS MEDIA

Not all news outlets can prepare and publish content based on press releases, and not all of them can say only the things you want, the way you want them to be said.

The long-standing connections we have with all the travel media outlets let us make sure that they publish any news item, article or interview you need.

Terms of publication:

- we negotiate the publication with the media outlets in question and reach agreements;
- during the month following the publication we make sure that it is not edited or removed from the site it was published on.

Price of publication: **subject to negotiation**



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ORGANIZING PRESS CONFERENCES



Press conferences let you stay in the spotlight, attract media's and general public's attention, and let your opinion on important issues be heard.

Terms of organization:

- the press conference is held on the dedicated premises (in a conference hall) of the customer's choosing;
- press release and the programme for the conference are prepared in advance;
- travel journalists are invited;
- we provide a moderator for the conference;
- we prepare a post-conference press release and send it both to the journalists who attended the conference and to other travel media outlets;
- a buffet at the end of the conference (optional).

The price of a conference: **€ 2.500**

* Other press events, such as business lunches, informal briefings, media Q&A sessions, presentations and round table discussions, can be organized along the same terms.



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ORGANIZING MEDIA TOURS



A media tour is one of the most efficient ways interact personally with journalists and thus establish meaningful relations with the press. Media tours are more informal in nature, which in itself makes the journalists more loyal and hence likelier to write a positive piece for their outlet once the tour is over.

Terms of organization:

- the customer pays for the transit and for the accommodation of the tour participants;
- press release and programme of the tour are prepared in advance;
- depending on the number of participants, travel journalists from media outlets of the customer's choosing can be invited;
- we take care of all the pre-departure communication and problem solving for the participants;
- we make sure that after the media tour each of the participating journalists writes a news piece for his or her media outlet;
- we also prepare a post-tour press release, which is sent to other travel media outlets and published on Travel Russian News website.

Price of organizing a media tour: € 2.500



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PRESS CLIPPING



Press clipping is the service of collecting (monitoring) printed and web mass media content (or content from any other websites) on a specific issue, topic, company, sphere or country.

When conducted regularly, press clipping lets you be aware of and analyze the attitude that mass media outlets and internet portals, as well as their journalists and audiences, have towards you, while also showing you how frequently you are mentioned in mass media and on the Internet, and letting you assess your current reputation.

We can prepare both a retrospective media monitoring for any previous period and organize regular monitoring (monthly digest with a list of publications).

Upon finishing the press clipping we conduct the analysis of the collected content and compile an analytical report, which will tell you about your popularity levels in mass media and on the Internet, show you your reputation and suggest ways to improve it and to increase the number of times you are quoted.

Terms of providing the service:

- we conduct monitoring of mass media outlets and websites;
- you get a digest with a list of publications, as well as an analytical report on your reputation and popularity levels.

Price of one press clipping: **€ 1.200**



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PROFESSIONAL ESCORT



If you are not familiar with the Russian market, then you will definitely need a professional escort who is fluent both in Russian, English and in your native language (it is no secret that very few people in Russia speak English and another language besides Russian).

Also, each one of our escorts has worked for many years in the travel business, is well aware of the current situation on the travel market and always dresses appropriately.

Terms of providing the service:

- we get you a specialist who fluently speaks Russian, English and/or French, Spanish and Arabic, and who is well-versed in tourism matters and has extensive work experience in the sphere;
- the specialist not only acts as an interpreter, but can also give professional advice and recommendations, for instance at exhibitions or workshops;
- payment by the hour.

Price for 1 hour: € 200

Price for 1 day (8 hours): € 1200



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MARKETING COMMUNICATIONS



This is our forte – we have long-standing connections with almost all large travel companies, airlines and hotels in Russia. Our database contains a long list of addresses and phone numbers of companies, and also personal e-mails and mobile phone numbers of directors and top management.

We have good relations with Russian regions, our database includes the contacts of governments and travel authorities of all the Russian districts, republics and large cities.

We can organize and conduct a meeting with any company, organization or person in Russia. It can be a collective meeting, when we invite several companies at a time.

Terms of providing the service:

- we organize a meeting with a company or person that you choose;
- the meeting is attended by one of our specialists, who is experienced in tourism, fluently speaks English (or other language), and who can act as an interpreter and a consultant;
- payment by the hour.

Price for 1 hour: **€ 300**

Price for 1 hour – collective meeting (up to 5 participants): **€ 500**



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EXHIBITIONS



We will provide you with professional help in your preparation for international and Russian exhibitions, conferences and forums, as well as in other big business events.

Our company will conduct a professional search and find the exhibitions and events that you need, and provide information on organizing and holding each event.

We will deal with all the exhibition-related organizational matters, prepare rent documentation for the exhibition area and equipment, and design an exclusive, stylish and memorable exhibition stand.

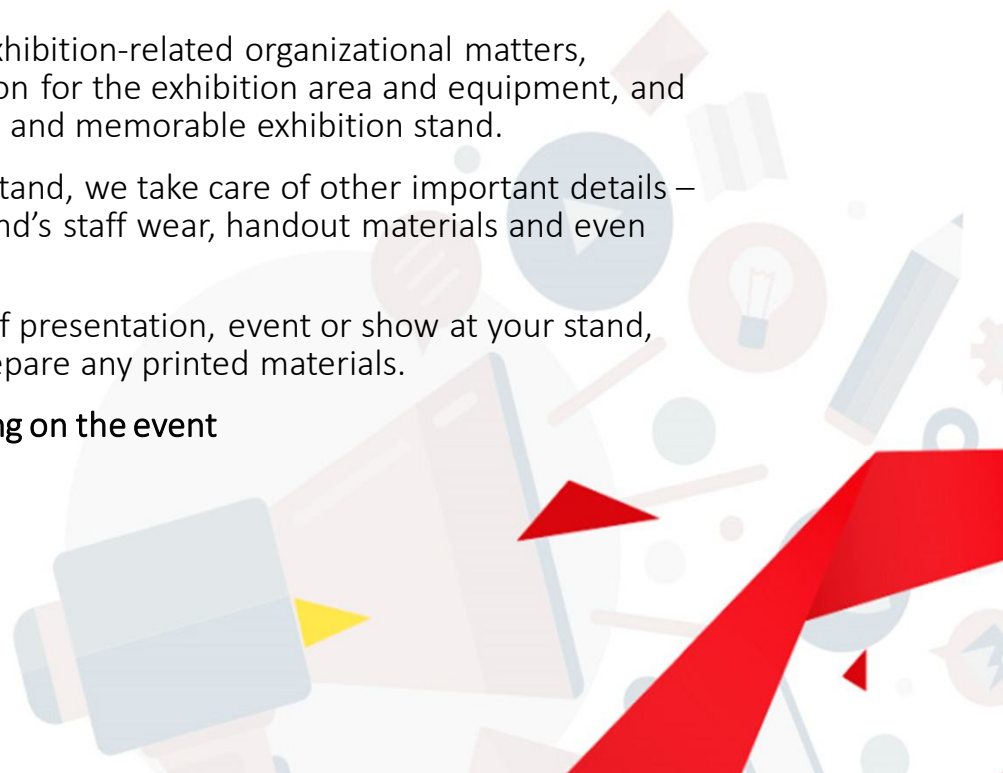
Along with designing the stand, we take care of other important details – the kind of clothes the stand's staff wear, handout materials and even sound effects.

Also, we can do any kind of presentation, event or show at your stand, hire and train staff and prepare any printed materials.

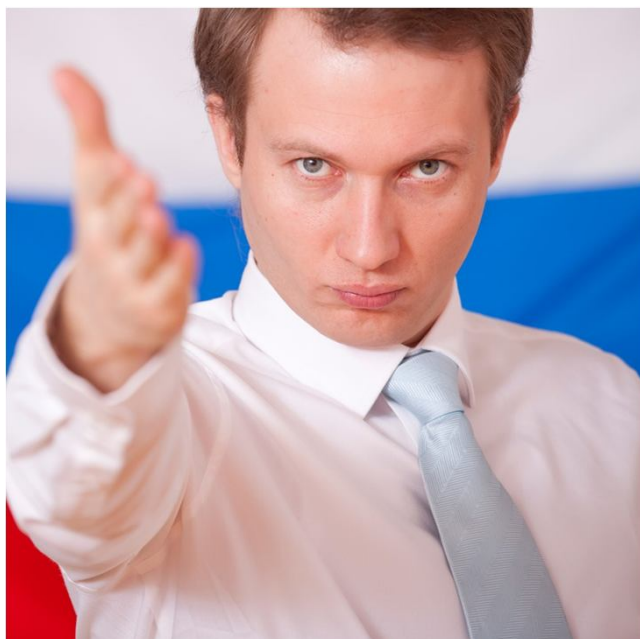
Price of services: **depending on the event**



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GOVERNMENT RELATIONS



In order to do business more effectively and to protect your interests on any, especially Russian, market, you need to gain the support of government and of various political organizations.

We help to establish a fully legal, long-term, productive and predictable cooperation with travel organizations, travel associations and the government, to participate in consulting committees for the government bodies, to provide expert information etc.

Our company has the support of both Russian Federal Agency for Tourism (Rostourism) and Moscow's Committee for Tourism and Hotel Business (Moscomtourism), as well as of Russian regions.

Price of services: **subject to negotiation**



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MASS MEDIA, WEB, RADIO AND TV ADVERTIZING



We can develop and execute an advertising strategy and complex advertising campaign of any difficulty. Developing an advertising strategy includes determining the client's image, aims and the central idea of the campaign, choosing forms and optimal time spans of advertisements, and devising a detailed budget plan for the campaign.

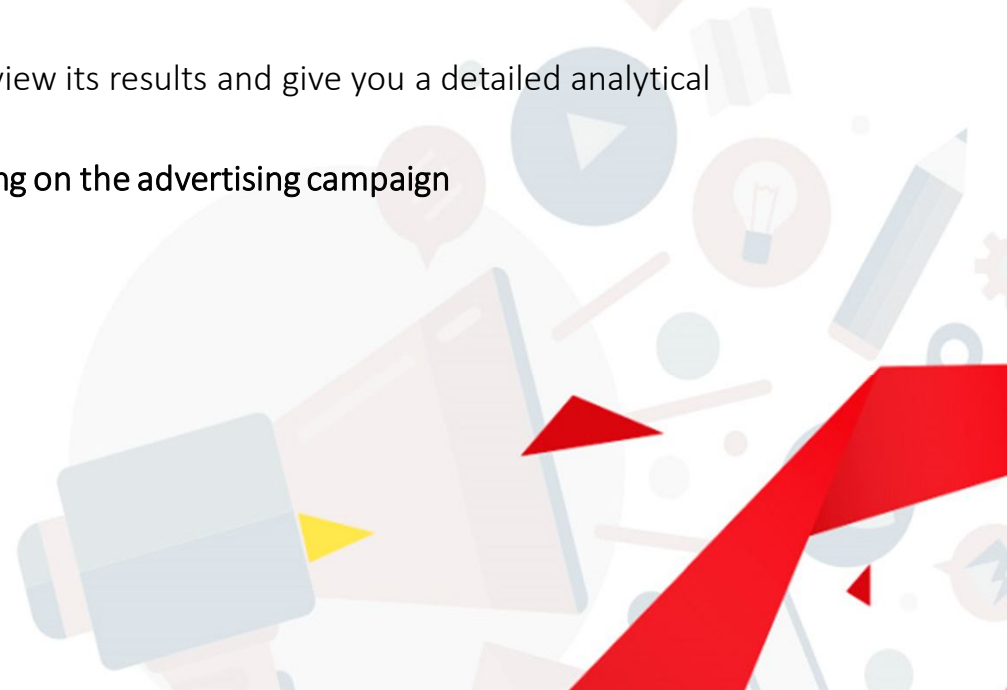
A complex advertising campaign may include all types of advertisements – mass media, Internet, radio, TV and offline ones. During the campaign we monitor the efficiency of every ad and make the necessary adjustments.

After the campaign we review its results and give you a detailed analytical report.

Price of services: **depending on the advertising campaign**



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REPUTATION MANAGEMENT



Reputation management is a set of methods of monitoring your reputation, identifying negative factors and eliminating them. The main aim of managing reputation is decreasing the amount of negative information about you and increasing the amount of positive information.

Considering the modern advances in technology, this will be, first and foremost, information on the Internet, for instance search queries and reviews for your company on travel sites.

Reputation management includes:

- optimizing information about the company posted online (for instance press releases and positive client reviews) and inserting key words in it, in order to eliminate negative content from search results;
- creating new sites and social network profiles with positive information, in order to eliminate negative content from search results;
- posting press releases on well-known websites in order to improve online presence of your brand and decrease the amount of negative content.

Price of the services: **depending on the situation**



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SOCIAL MEDIA MARKETING



Social media marketing (SMM) is the process of attracting clients or attention to your company with the help of social networks.

The main focus of SMM is creating content which people will then themselves repost on social networks, without any additional incentive. Information passed through social networks is considered to be more reliable by potential customers.

Promotion through social networks lets you concentrate your efforts directly on the target audience, choose sites where they are represented the most and communicate with them efficiently, while avoiding those who are not interested in your advertising.

Social media marketing encompasses many methods, the most popular of which is creating communities and working with blogosphere.

We can develop a complex strategy for your social media presence, create profiles and communities for you company and carry out professional SMM on a permanent basis.

Price of services: **subject to negotiation**



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CRISIS MANAGEMENT



A company is in a crisis when it is treated negatively by mass media and other target audiences, that are for one reason or another interested in the organization's activities.

The reputation and public image of the company during the coming years depend on its ability to recover from a crisis. Crisis situations may also sway general public in your favor, since people often form an opinion on a company based on its actions during a crisis.

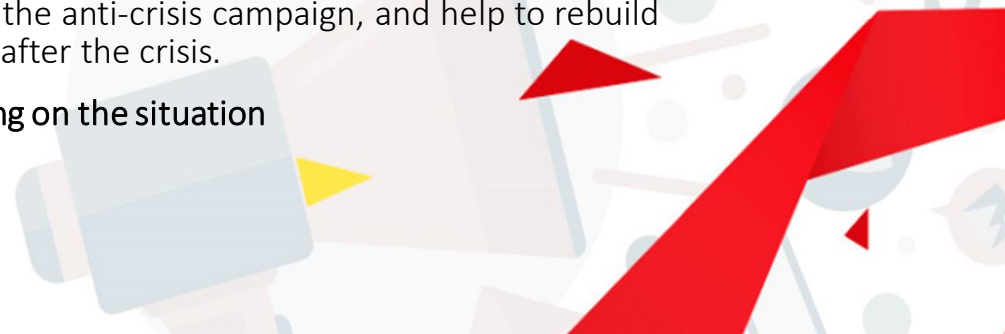
The core of crisis management is the development of an anti-crisis programme for the company. An anti-crisis programme is an action programme for the company before, during and after a crisis. Besides devising an anti-crisis programme, we also train key staff members of the company and provide consultancy on anti-crisis PR.

We will help you establish productive relations with mass media outlets, which in turn will provide coverage of the company's anti-crisis policies, and we will constantly analyze the crisis, review each possible outcome of the crisis situation, see not only the current state of the organization, but also its state at the end of the anti-crisis campaign, and help to rebuild the company's reputation after the crisis.

Price of services: **depending on the situation**



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READY PACKAGES



PACKAGE “INFORMATION PRESENCE”

A ready plan of complex presence in Russian mass media for 1 year.

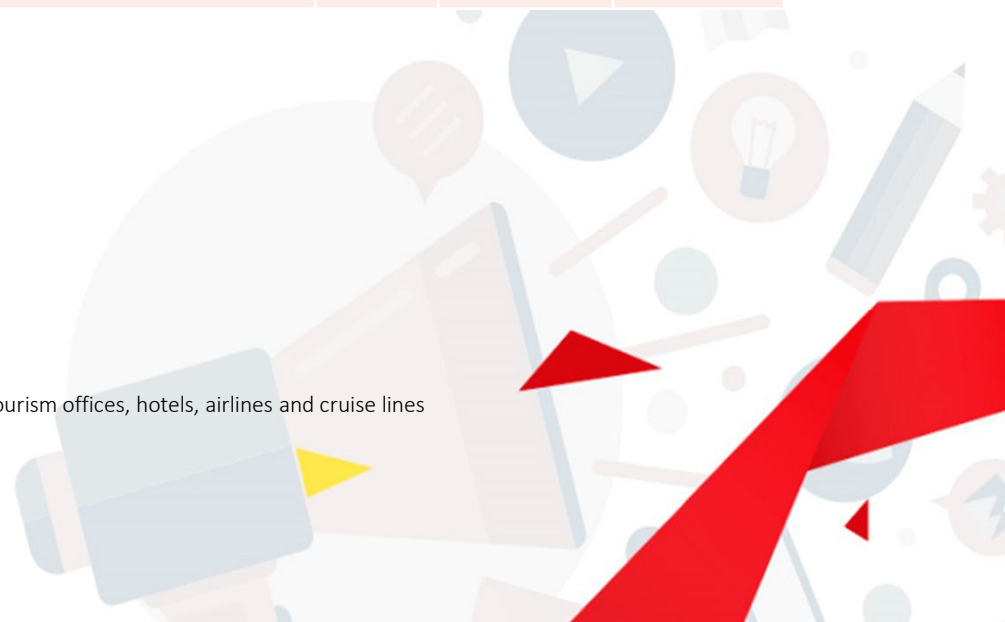
Services	Qty	Price	Total price
2 press conferences (the first one – to attract the media’s attention, the second one – to review the year’s results)	2	€ 2.500	€ 5.000
Compiling and mailing out 2 press releases a month, a guaranteed publication on Travel Russian News	24	€ 400	€ 9.600
2 press clippings (after 6 months and after a year)	2	€ 1.200	€ 2.400
Total amount (including the 10% discount)			€ 15.300

Monthly payment, a progress report at the end of each month.



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The package is recommended for national tourism offices, hotels, airlines and cruise lines



PACKAGE "REAL+INFO PRESENCE"

A ready package of complex presence in mass media and at exhibitions for 1 year.

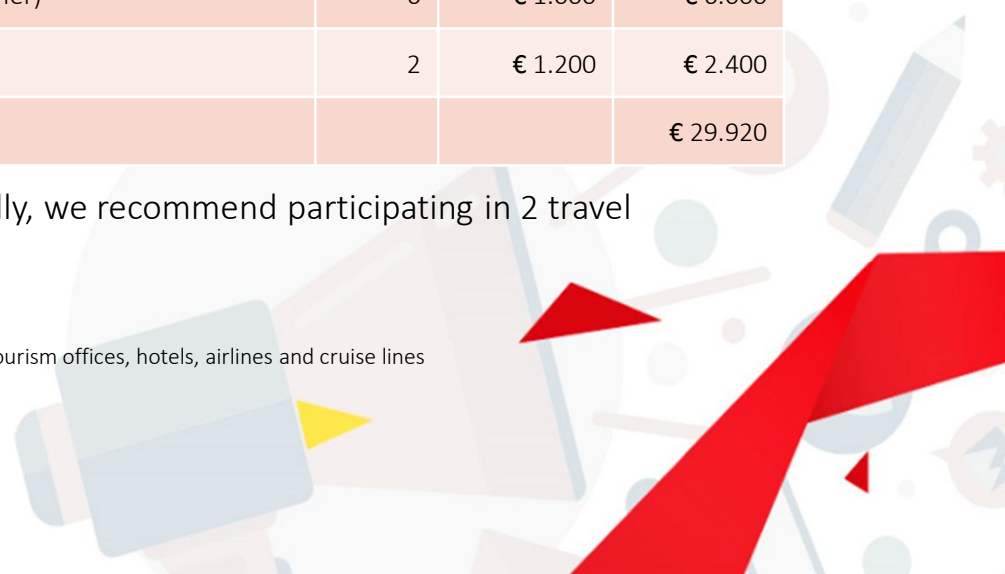
Services	Qty	Price	Total price
2 press conferences (the first one – to attract the media’s attention, the second one – to review the year’s results)	2	€ 2.500	€ 5.000
2 media tours (usually in spring and autumn)	2	€ 2.500	€ 5.000
Participating in 2 travel exhibitions (as a visitor), with professional escort, 3 days each	2	€ 3.600	€ 7.200
Compiling and mailing out 2 press releases a month, a guaranteed publication on Travel Russian News	24	€ 400	€ 9.600
Guaranteed publication of 6 articles or interviews in travel mass media outlets (price may be higher)	6	€ 1.000	€ 6.000
2 press clippings (after 6 months and after a year)	2	€ 1.200	€ 2.400
Total amount (including the 15% discount)			€ 29.920

Monthly payment, a progress report at the end of each month. Additionally, we recommend participating in 2 travel exhibitions with your own stand, the price will depend on the stand.



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The package is recommended for national tourism offices, hotels, airlines and cruise lines



PACKAGE "BUSINESS PRESENCE"

A ready plan of complex presence on the Russian market for 1 year.

Services	Qty	Price	Total price
2 press conferences (the first one – to attract the media’s attention, the second one – to review the year’s results)	2	€ 2.500	€ 5.000
Participating in 2 travel exhibitions (as a visitor), with professional escort, 3 days each	2	€ 3.600	€ 7.200
Organizing 20 business meetings with Russian partners, professional escort, 2 hours each	20	€ 600	€ 12.000
Compiling and mailing out 2 press releases a month, a guaranteed publication on Travel Russian News	24	€ 400	€ 9.600
Guaranteed publication of 6 articles or interviews in travel mass media outlets (price may be higher)	6	€ 1.000	€ 6.000
2 press clippings (after 6 months and after a year)	2	€ 1.200	€ 2.400
Total amount (including the 15% discount)			€ 35.870

Monthly payment, a progress report at the end of each month. Additionally, we recommend participating in 2 travel exhibitions with your own stand, the price will depend on the stand.



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The package is recommended for hotels, airlines, cruise lines, tour operators, travel agencies and DMCs



PACKAGE “KING OF THE HILL (INFO)”

A ready plan of massive presence in mass media, on the Internet and at exhibitions for 1 year.

Services	Qty	Price	Total price
Package “Real presence”	1	€ 29.920	€ 29.920
Mass media, Internet, radio and TV advertising campaign			Subject to negotiation
Keeping online accounts and social media marketing, reputation management			Subject to negotiation
2 video interviews on Travel Russian TV (the first one – to attract attention, the second one – to review the year’s results)	2	€ 1.000	€ 2.000
1 special project (horse festival, contest with bloggers etc.)			Subject to negotiation
Government relations (meeting Russian government figures of different ranks)			Subject to negotiation
Total amount (including the 20% discount on our own services)			Subject to negotiation

Monthly payment, a progress report at the end of each month.



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The package is recommended for national tourism offices, hotels, airlines and cruise lines



PACKAGE “KING OF THE HILL (BUSINESS)”

A ready plan of massive presence on the Russian market for 1 year.

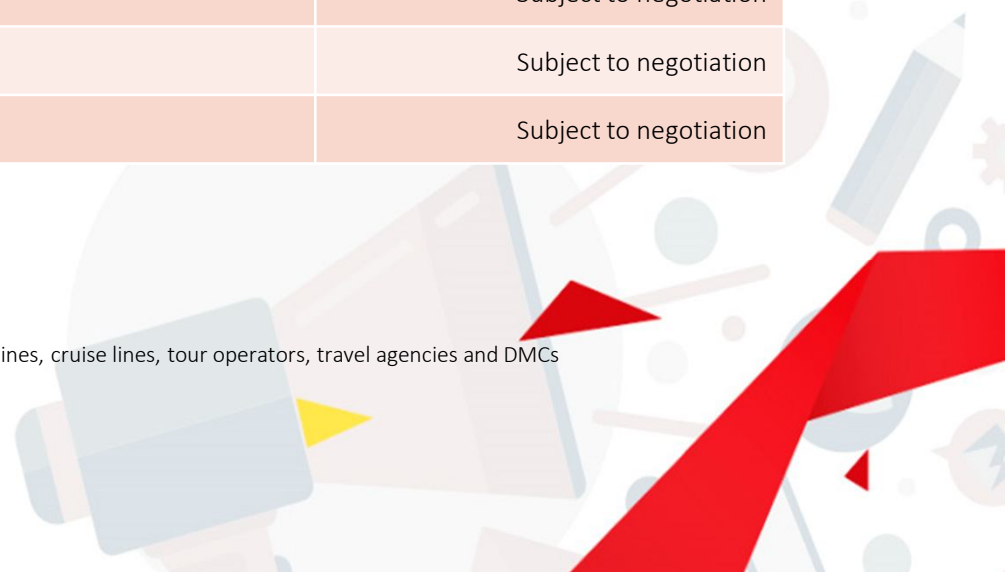
Services	Qty	Price	Total price
Package “Business presence”	1	€ 35.870	€ 35.870
Mass media, Internet, radio and TV advertising campaign			Subject to negotiation
Keeping online accounts and social media marketing, reputation management			Subject to negotiation
2 video interviews on Travel Russian TV (the first one – to attract attention, the second one – to review the year’s results)	2	€ 1.000	€ 2.000
1 special project (horse festival, contest with bloggers etc.)			Subject to negotiation
Government relations (meeting Russian government figures of different ranks)			Subject to negotiation
Total amount (including the 20% discount on our own services)			Subject to negotiation

Monthly payment, a progress report at the end of each month.



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The package is recommended for hotels, airlines, cruise lines, tour operators, travel agencies and DMCs



CONTACTS

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E-mail: info@pr2point.com

Do call – we are always glad to talk, or visit our office. It is located in the very center of Moscow, not far from Kitay-gorod metro station. We always have good coffee and cakes.

