

How to get your media release ignored

By  Marion Scher

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In the last week two particular releases have crossed my desk (as we used to say in the old days) which were more than a page and beyond wordy. Good old-fashioned solid text. The worst part was that they were from a large agency that's been around a very long time.



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Out of interest I Googled this agency's website where they state they 'integrate the old with the new'. Words like: relevant and compelling content; investigating new ways and products to assist organisations in managing the new media environment; engaging, entertaining and informing audiences through storytelling are all there. The usual buzzwords to let the client know they're right up there at the 'cutting edge of the business'...

Their one release was a classic example of how to put the media off. Public relations 101 surely teaches that if you don't grab the editor in the first paragraph, sorry first sentence, you've lost them. Well this writer certainly didn't do that part of the course:

*Rarely, a brand releases an offering so exceptional and **unique** that the world - typically busy to the point of obliviousness - stops to consider the prestige and pleasure that owning such a singular treasure would bring.*

It went on to eulogise over the many virtues of the product with the word UNIQUE featuring largely. In fact hardly a noun was used that wasn't preceded by one or two adjectives to give it some oomph. We had 'prized, highly valued, singular treasure, incomparable craftsmanship, luscious, sweet yet smoky sip, balanced and complementary flavours, pinnacle of a prestige brand, symbol of exclusivity and sumptuous luxury, attainable luxury, refined opulence, sensation of high sophistication, sumptuous (they like that word) flavours, exceptionally long, lingering finish, luxurious expression - just to mention a few.

Right at the end of the release was an invitation to view the product (an alcoholic beverage) - not taste it, but look at it. Yeah right... That's gonna work.

If they claim to know what the media and the public want they'll know that words are out and visuals are in. A very short clip of this product and its virtues would have given the sensation of all these words - without the reader having to trawl through a boring release. Even a couple of good photos would have been effective as it's a visual brand.

2016 will be the year of visual communications for this type of campaign and the sooner agencies, especially those who claim to be in touch with technology, cotton on to this the better.

Whilst on their website I did notice their news section and releases are dated 2013 which I think should be an indication to clients of where they're at.

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