



公共关系 全球授权市场策略

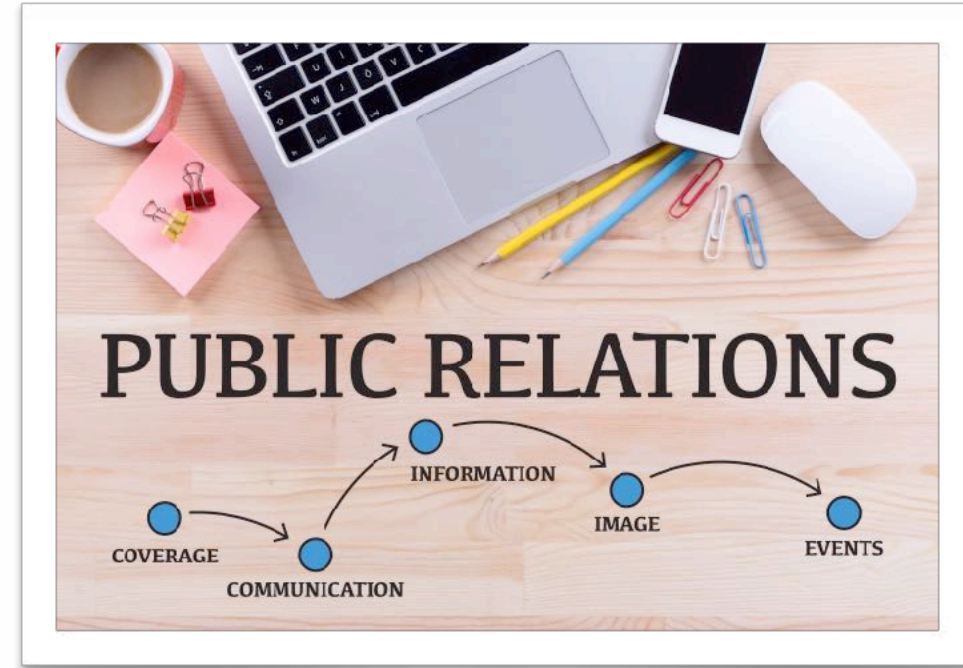
为什么需要跟传媒公关公司合作？

- 对于影视，授权和内容相关行业的公司而言，借助媒体公关，可以经济有效的帮助他们获得IP的曝光率。
- 依托专业的媒体公关公司，可以很好的帮助公司从目前强大媒体关系中获益。无论是新闻稿，评论或是引用形式的文案，通过公关传媒公司高标准的创作和发布，能吸引媒体的兴趣，形成和媒体互动效果，而且因为方便媒体使用，从而能够最大化的提高品牌的覆盖面。
- 与合适的传媒公关公司合作，已经被证明可以很好的帮助您在竞争中脱颖而出。

传媒公关能给你带来什么？

传媒公关公司带来的效益有如下几个方面：

- 带来更多阅读量
- 无论是否有广告预算，都更具有经济效益
- 提升公司和关键人物形象
- 对公司的合作伙伴提供支持，让公司对其合作伙伴产生更大的合作吸引力
- 提升线上和在社交媒体上的存在感
- 提升检索结果排名



- 传媒公关是推广内容相关业务时非常有影响力的一环，能够帮助影视和授权行业提高信任度。
- 信任度的提高能够帮助提高品牌的可见度，公众的认知度和好感度

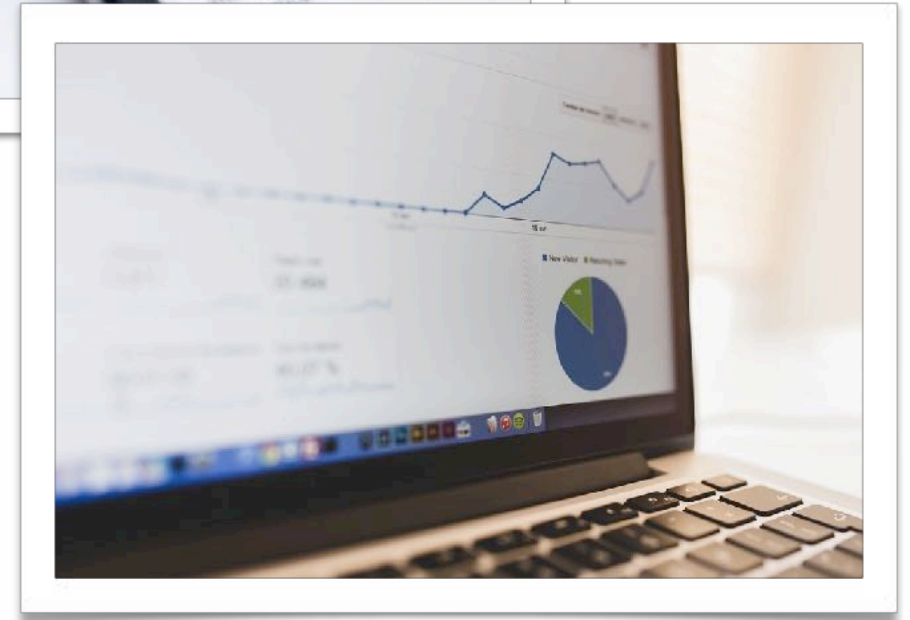
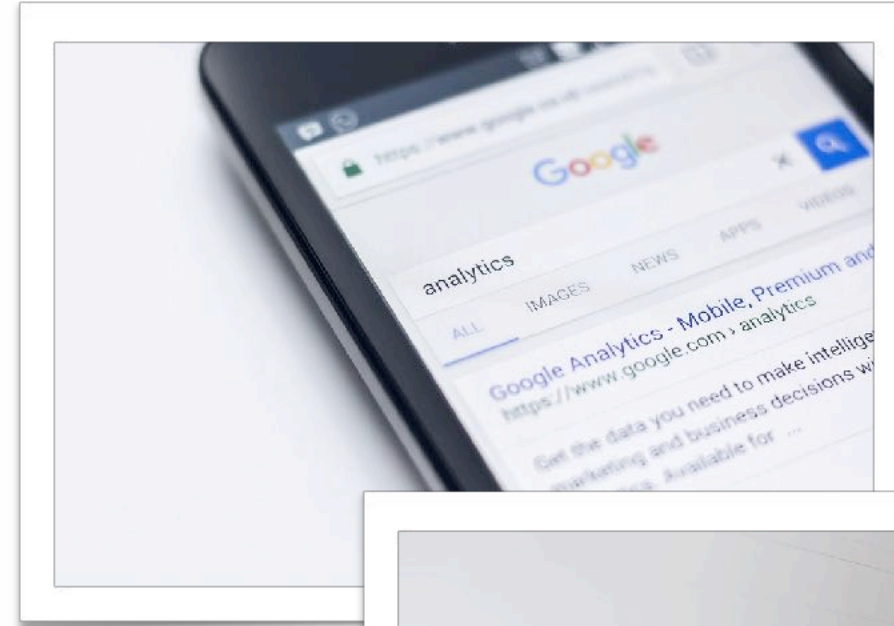


- 好的传媒公关文案通常被媒体原文使用，因此所传递的信息能够得到正确的表达，并赢取读者的信任度。
- 媒体的覆盖能够帮助提高潜在的客户群以及商业效率



提升流量

- 通过对线上和社交媒体的公关工作进行优化，能够提升搜索引擎端的检索结果排名，因此可以导入更多客户，从而带来更多的流量。
- 有说服力的线上公关工作能够把普通浏览者转化为潜在的用户，同时提升品牌的可见度。





咨询中国，日本，韩国和亚洲其他国家业务，请联系下面公司：



ZenWorks Co., Ltd. www.zenworks.jp info@zenworks.jp

Kilogrammedia的理念

*“We are a **hands-on** tight knit team, who aim to not just react to client requests but to **anticipate** what they might want or need. That some of our clients have been with us for more than a decade, we feel, is testament to **how hard we work** to deliver great results. We are always **friendly and approachable** and like the industries we work in, we are very sociable. **We love what we do** and the people we do it for and most of all **we love to say, ‘yes’**“*

我们潜心工作，为的不仅仅只是满足客户的需求，而是真正从客户的需求出发，为客户着想，提供真正能够帮助到客户的服务。因此，很多客户跟我们的合作关系已经超过了十年以上。

我们热爱我们的工作和从事的行业，并且真诚友好的服务好我们的每一位客户。

Jane Garner, Kilogrammedia创始人

Kilogrammedia的工作

Kilogrammedia是一家专门服务于授权经销和影视领域的传媒公关公司，公司设在英国，目前已经跟世界各地的客户建立了良好的合作关系。

Kilogrammedia的目标是成为客户的外设新闻发布室，帮助客户将授权和影视相关的新闻进行最大化覆盖

Kilogrammedia 的服务

为客户创造最出色的内容

新闻稿撰写（不限量）

管理文稿审批流程

撰写相关的文章，并且在主要相关刊物刊登

处理来自媒体的新闻需求

组织来自客户的引用和评论用以满足媒体的需求（这些引用和评论本身可以都由Kilogrammedia撰写，然后由客户审阅哪些可以进行发布）

编写展前快讯

获奖作品活动相关支持

管理中小型活动

编写客户社交媒体平台活动

分享客户的新闻

将新闻稿分发给合适的媒体

分发图片

分发展前快讯

安排访问 - Email, 电话, 面对面
（如果是面对面形式,
Kilogrammedia 会到场进行协助）

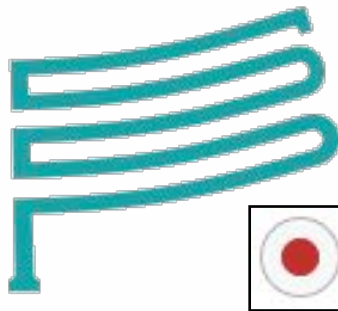
分享能够帮助到客户的任何其他形式的公开信息

报告

Kilogrammedia提供多种报告形式可选：

- 书面报告
- 常规的电话/skype沟通
- 重要展会期间举行会议
- 此外，Kilogrammedia每个月例行提供PDF版本的新闻报道总结

Kilogrammedia所服务的部分客户展示



Kilogrammedia 部分作品展示

licensing WORLDWIDE

Poetic Brands backs Miffy And Garfield

Licensed clothing specialist renews contracts for two of best-selling brands in portfolio

Poetic Brands has renewed contracts for two of its best-selling brands – Miffy and Garfield.

Created by Dutch artist and author Dick Bruna, Miffy is the white bunny who stars in a series of books that have been translated into over 50 languages and sold more than 100 million copies. She has also been the subject of a television series, Miffy's Corner, and a broad and diverse range of merchandise.

toyworld
the business magazine with a passion for toys

LICENSING NEWS

Shopkins goes from strength to strength

Published on: May 11th, 2017

PreschoolNews.net

Licensing drive to bolster That's not my... brand

Buildog Licensing to expand hit children's publishing property into new categories.

Buildog Licensing has secured a new deal to represent... The best-selling million in 2016.

PreschoolNews.net
Online Daily
15 March 2018
Circ: 10,000

licensing WORLDWIDE

Golden Bear signs up for World of Dinosaur Roar

Murture Rights appoints master toy partner for new preschool property.

Murture Rights has appointed Golden Bear as the new master toy licensee for The World of Dinosaur Roar brand, as well as the classic Dinosaur Roar property.

Golden Bear is now setting to work creating a line of plush and plastic toys, puzzles, games and bath accessories.

The initial launch will feature puzzles, card games and a range of soft toys featuring some of the stars of The World of Dinosaur Roar. It will launch in spring/summer 2018, while further wider roll outs are planned for late 2018 and early 2019.

LicensingSource.net
Online Daily
4 July 2017
Circ: 10,000

kilogrammedia

LICENSING SOURCE.net

Natural History Museum unveils Oasis collaboration

LicensingSource.net
Online Daily
23 May 2018
Circ: 10,000

Offer for first ever fashion collection.

launched its first ever licensed women's fashion collection – a collaboration with the Natural History Museum. The collection is inspired by the work of the museum's scientists and features a range of designs.

kilogrammedia

toyworld
the business magazine with a passion for toys

LICENSING NEWS

Shopkins goes from strength to strength

Published on: May 11th, 2017

kilogrammedia

Animation Magazine

Italian Toon Hit 'Winx Club' Getting Live-Action Makeover at Netflix

Netflix is adapting Italian studio Rainbow's iconic animated series Winx Club into a live-action series for young adults, turning the six super-powered fairies into a group of teenage girls who are destined to save the world.

The series will be produced by Netflix in partnership with Rainbow and will be distributed by Netflix. The series is set to launch in 2019.

Animation Magazine
Online Daily
15 March 2018
Circ: 20,000

licensing WORLDWIDE

LICENSE GLOBAL

RHS Plants Confectionery Deal

The U.K. charity has added new fudge and chocolate coated honeycombs to its candy offering.

EUROPE: The Royal Horticultural Society has extended its partnership with The Gourmet Candy Company for a new confectionery range.

The expanded RHS confectionery line will now include new fudges, chocolate coated honeycomb bars.

The RHS confectionery line will be available through existing retail partners across the U.K., as well as through new outlets including Waitrose Food and Home Stores with additional deals in the U.S., Sweden and Italy, under licence.

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World Screen newsflash

Nick LatAm Preps Premiere of Heidi, Bienvenida a Casa, from Mondk Producciones, for March.

TVKIDS MADRID: Nickelodeon Latin America series Heidi, Bienvenida a Casa, from Mondk Producciones, for March.

World Screen News
Online Daily
9 February 2017
Circ: 35,000

kilogrammedia

LICENSE European Update

ROCKET LICENSING TO REP ELF ON A SHELF

Elf on the Shelf
A Christmas Tradition

License Global - Euro update
Online Weekly
18 April 2018
Circ: 44,000

miptv NEWS 1

Monday 9 April 2018

MIP TV - News Magazine - Day 2
Print & Online
9 April 2018
Circ: 10,500

kilogrammedia

LICENSING MAGAZINE

GEMMA INTERNATIONAL LANCERÀ LA GAMMA MOOMIN AL PROGRESSIVE GREETINGS LIVE

BM E-NEWS

BM E-News
Online Weekly
27 February 2018
Circ: 30,000

kilogrammedia

TOTAL LICENSING REPORT

New Season of Masha and the Bear Premieres in the UK

Season three of Masha and the Bear now airs weekdays at 6 p.m. on Cartoonito in the UK. The series also has two spin-offs on YouTube: Masha's Tales and Masha's Spooky Stories.

Other broadcasters that currently air the new season include HBO Europe, Minimax, Czechka TV, TVP Poland, NBCU France, Telequebec, France TV, Canal Plus France, Kika, De Agosini Kid, RTS Switzerland, and Tiny Pop UK.

kilogrammedia

Licensing.db

Juichi Yoshikawa brings his amazing art to a nationwide advertising campaign

EYE as HERO!

Licensing.db
Online Daily
21 April 2018
Circ: 100

kilogrammedia

licensing WORLDWIDE

Sory Creative Products launches Pingu shopping mall

Raffi of Pingu-inspired events follows success of new TV series in Japan

Sory Creative Products Inc. (SCP), which manages licensing in the Japanese market for Pingu, announced an agreement with licensee Mitsui Fudosan Retail Management Co. Ltd.

Taking place over the course of the launch of the new anime series, SCP will be producing a series of Pingu-themed events in Japan, including a Pingu-themed shopping mall.

The Pingu-themed shopping mall will be located in the Pingu-themed shopping mall in Japan.

The Pingu-themed shopping mall will be located in the Pingu-themed shopping mall in Japan.

kidscreen

Hip to be square

Italy's Mondo TV preps new preschool property Cuby Zoo for consumer products

Mondo TV is looking to build a new preschool property, Cuby Zoo, which will be a series of animated shorts featuring a group of anthropomorphic animals.

The series is set to launch in 2019.

The series is set to launch in 2019.

部分Kilogrammedia在社交媒体平台的作品展示

更多在各大媒体上的
作品展示



通过社交媒体平台构筑公众的品牌认知

我们的部分媒体合作伙伴展示: 900,000+ B2B 潜在发行量!

授权媒体: 348,900 发行量

影视媒体: 555,300 发行量



120,000*
全世界



20,000
欧洲

World Screen

126,000*
全世界



18,000*
全世界

TOTAL LICENSING

84,000
全世界

LICENSING SOURCE.net

10,000
欧洲

SCREEN DAILY

110,000*
全世界

kidscreen

13,000
全世界



60,000
全世界



20,000
法国/全世界



102,000
全世界



9,500*
全世界

Licensing.biz

15,000; 全世界



6,000
全世界 (仅限数字版)



8,000
意大利

C21Media

100,000
全世界

Broadcast

36,000*
英国



未公布的发行量/全世界

B@ANDORA®

5,900
德国/欧洲



40,800*
全世界



*Combined Print and Digital
数字和印刷版本发行量

主要刊物- 授权



License Global magazine is the premier publication and leading source of content, news and trends for all top-level brand licensing and retail executives and key decision-makers.

Official EVENT Coverage:

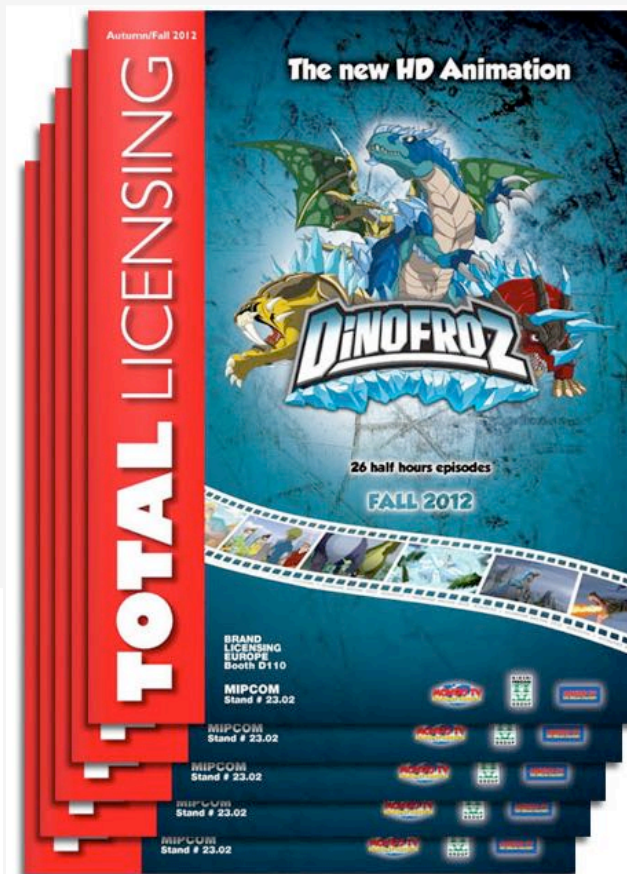
- Licensing Expo
- Brand Licensing Europe
- Licensing Expo Japan
- Licensing Expo China

MULTI-PLATFORM Reach:

- 6 issues yearly, in PRINT and DIGITAL
- Official Show Dailies
 - Licensing Expo
 - Brand Licensing Europe
- E-Newsletters
 - Daily, Weekly, European Editions
 - Breaking News, Special Editions
- Website
 - Searchable content

License Global reaches your target audience with award-winning coverage of the international licensing industry on all platforms.

- **TOTAL AUDIENCE REACH:** Circulation to 95,000+ executives
- **6 PRINT ISSUES YEARLY:** Distributed at all major trade events, plus bonus digital editions around major trade shows
- **TRADE SHOW DAILIES:** Official, exclusive on-site coverage at
 - Licensing Expo
 - Brand Licensing Europe
 - Licensing Expo Japan
 - Licensing Expo China
- **E-NEWSLETTER:** Daily updates on global licensing news, plus special digital enterprise and custom reports
- **WEBSITE:** 153,000 monthly unique visitors during industry events
- **NYC SUMMIT:** The premier East Coast licensing event of the year



TOTAL LICENSING FLAGSHIP QUARTERLY MAGAZINE

EDITORIAL AND ADVERTISING INFORMATION

Total Licensing is the flagship magazine of the company, published quarterly. Giving detailed insight and features, news, trends and developments in key licensing market sectors including entertainment, brand, celebrity, sports etc around the world, Total Licensing magazine is the only tool you need to keep ahead of the competition.

Digital And Print Circulation

Total Licensing is read by 82,000 individuals in 104 countries.

Digital issue circulation breakdown

Total by region		Total by business	
35%	Europe	39%	Licenses/Mfr
29%	North America	34%	Retail Buyer
21%	Asia	10%	Ad/Promotion
8%	Latin America	8%	Licensing Co
5%	Australasia	6%	Publishing
3%	Other	3%	Other

Print issue circulation breakdown

Total by region		Total by business	
37%	Europe	36%	Licensee/Mfr
29%	North America	32%	Retailer
19%	Asia	17%	Ad/Promotions
7%	Latin America	7%	Licensing Co
5%	Australasia	5%	Publishing
3%	Other	3%	Other



主要刊物- 影视

MEDIA KIT 2018-2019 kidscreen®

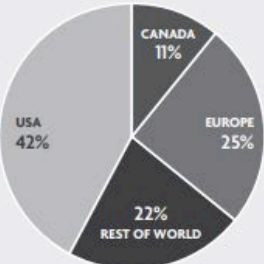
A 360-degree approach to kids entertainment industry coverage

The leading magazine serving the information needs and interests of kids entertainment executives. Published six times a year, Kidscreen is delivered to more than 9,000 entertainment decision-makers around the world, in addition to bonus copies distributed at major industry events.



DISTRIBUTION

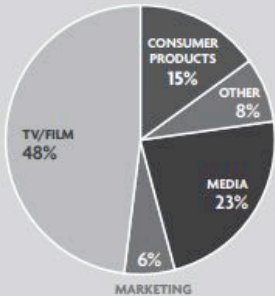
Readers by region:




CIRCULATION
9,250*

*Measured in April 2018 using internal data.

Readers by company type:



World Screen MEDIA KIT 2019



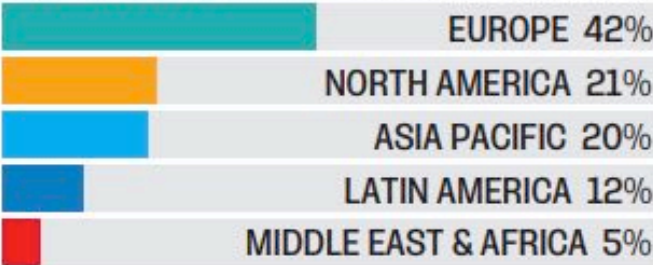
TVKIDS

World Screen is sent to:

- Chairmen, Presidents, CEOs, Managing Directors
- Heads of programming, program planning, scheduling and co-productions
- Acquisitions executives in every department for every program genre
- Satellite, cable and OTT operators and programmers.

World Screen is also sent to ad agencies, distributors, producers and trade organizations worldwide.

Circulation

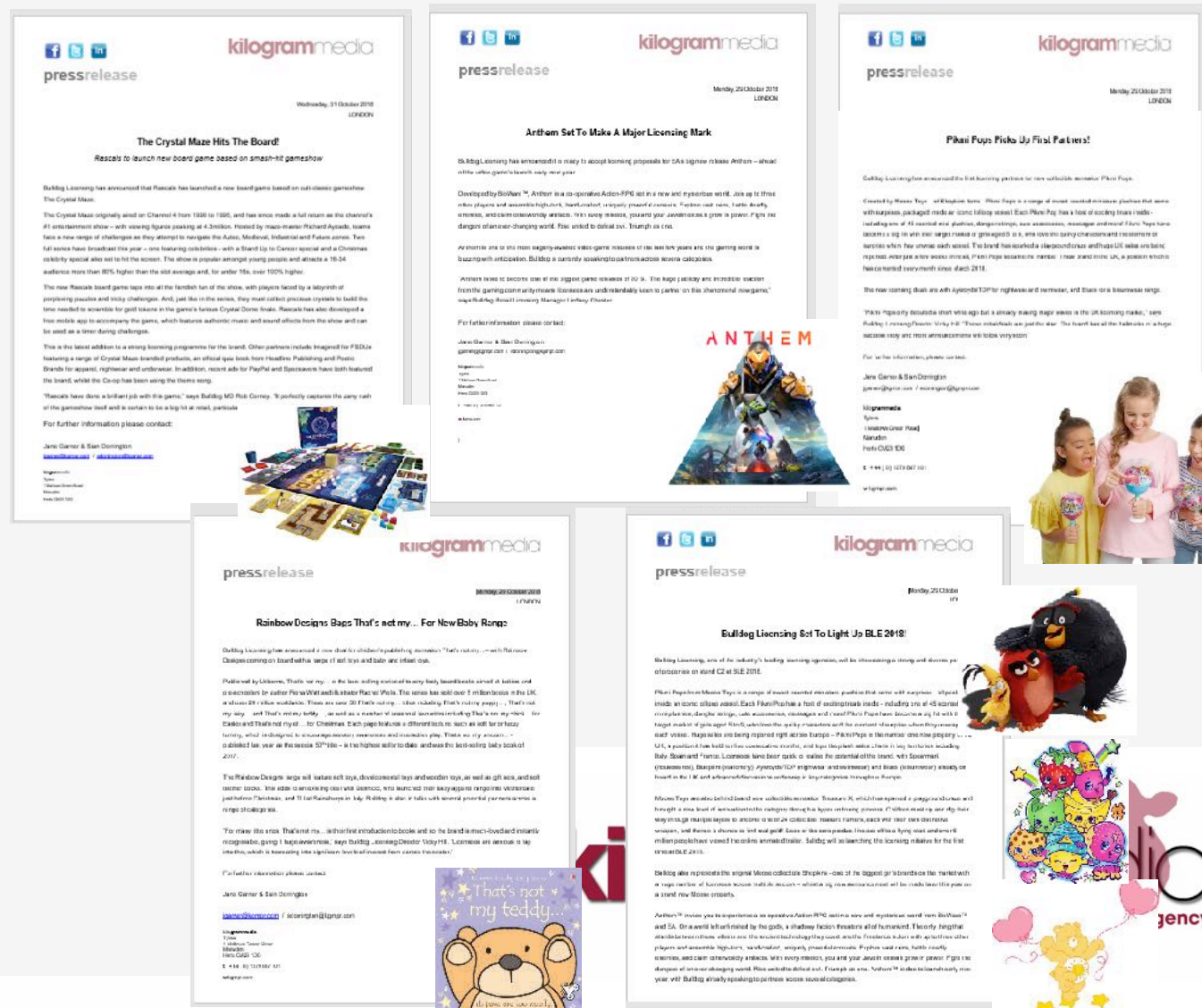


Client Case Study - 总览



BULLDOG LICENSING
BRANDS WITH PEDIGREE
www.bulldog-licensing.com

- Bulldog Licensing 是欧洲的一家排名前列的授权公司，他们跟Kilogrammedia的合作已经超过了10年。
- Kilogrammedia会将Bulldog活动相关的新闻报道进行剪辑
- 新闻报道剪辑每月发送一次
- 剪辑一般汇总过去两个月由Kilogrammedia分转出去的新闻报道和文章，剪辑所覆盖的信息受刊物发布报道的时间的影响。
- 这个case study的剪辑是2018年10月发给Bulldog的，包含了8月和9月的两个报道。



Client Case Study - 媒体覆盖



• 单2018年10月的报告就被发行量超过320,115的媒体使用， 大约有960,345阅读量

• 如果需要达到同样的覆盖面， 广告费用的支出将需要 英镑£17,100**

值的其他货币支出金额 @2018年11月12号： 美元\$22,200 / 人民币 154,000 / 韩元25.1 百万 / 日元2.53百万

*阅读量一般认为是纸质媒体发行量的3倍左右

**Please note there are no strict rules as to calculating AEV. For AEV calculation, one page of editorial is the equivalent of one page of advertising at the standard advert pricing.

等

Client Case Study - 总结页



BULLDOG LICENSING
BRANDS WITH PEDIGREE
www.bulldog-licensing.com

kilogrammedia					Cover Sheet:		Bulldog - 2018						
Publisher	Media	Date	Daily	Weekly	Monthly	Quarterly	Clip Title	Circ Zones	Circ	£	\$	€	
Anthem release - 19.9.18													
BM E-News	Online	21.9.18		✓			Anthem release	www	30,000				
Brandora	Online	19.9.18		✓			Anthem release	www	5,902				
License Global Daily	Online	19.9.18	✓				Anthem release	www	40,000				
BLE preview - 12.9.18													
Brandora	Online	12.9.18					BLE preview (4 pages)	www	5,902				
Pikmi Pops - First partners A&B and S&B - 3.9.18													
BM E-News	Online	7.9.18		✓			Pikmi Pops - First partners (A & Blues)	www	30,000				
Brandora	Online	5.9.18		✓			Pikmi Pops - First partners (A & Blues)	www	5,902				
Brandora	Online	12.9.18		✓			Pikmi Pops - First partners (S&Blueprint)	www	5,902				
License Global Daily	Online	5.9.18	✓				Pikmi Pops - First partners (A & Blues)	www	40,000				
License Global Daily	Online	12.9.18	✓				Pikmi Pops - First partners (S&Blueprint)	www	40,000				
License Global Euro	Online	5.9.18		✓			Pikmi Pops - First partners (A & Blues)	www	40,000				
License Global Euro	Online	12.9.18		✓			Pikmi Pops - First partners (S&Blueprint)	www	40,000				
Toys n Playthings	Online	4.9.18	✓				Pikmi Pops - First partners (A & Blues)	www	5,125				
Toys n Playthings Magazine	Pr & On	Sep-18			✓		Pikmi Pops - First partners (A & Blues)	www	5,112				
Licensing.biz	Online	3.9.18	✓				Pikmi Pops - First partners (A & Blues)	www	22,000				
LicensingSource.net	Online	3.9.18	✓				Pikmi Pops - First partners (A & Blues)	www	10,000				
That's Not My...Rainbow designs release - 23.8.18													
Progressive Preschool Magazine	Pr & On	Sept-Oct 18			✓		That's Not My... Rainbow Designs	www	10,849				
Total Licensing Report	Online	2.9.18		✓			That's Not My... Rainbow Designs	www	100,000				
Brandora	Online	29.8.18		✓			That's Not My... Rainbow Designs	www	5,902				
Kidscreen	Online	23.8.18	✓				That's Not My... Rainbow Designs	www	13,000				
License Global Daily	Online	23.8.18	✓				That's Not My... Rainbow Designs	www	40,000				
Licensing.biz	Online	23.8.18	✓				That's Not My... Rainbow Designs	www	22,000				
LicensingSource.net	Online	23.8.18	✓				That's Not My... Rainbow Designs	www	10,000				
PreschoolNews.net	Online	23.8.18	✓				That's Not My... Rainbow Designs	www	10,000				
Total Licensing Report	Online	23.8.18		✓			That's Not My... Rainbow Designs	www	100,000				
Toy World	Online	29.8.18	✓				That's Not My... Rainbow Designs	www	1,200				
Crystal Maze - Rascals board game release - 20.8.18													
Toy World Magazine	Pr & On	Sep-18			✓		FYI - Crystal Maze - Rascals release	www	5,184				
Toys n Plaything Magazine	Pr & On	Sep-18			✓		FYI - Crystal Maze - Rascals release	www	5,112				
Toys n Playthings	Online	22.8.18	✓				Crystal Maze - Rascals release	www	5,125				
Gifts Today	Online	22.8.18	✓				Crystal Maze - Rascals release	www	7,093				

- 请注意不是所有的新闻报道都在这里展示。这里展示的是10月份早期并且没有包含在前一份报告里面的新闻报道
- 黄色标亮的是10月份，没有标亮的是前期的部分报告内容



Kilogrammedia 人员组成



Jane Garner: Kilogrammedia创始人

Jane在这个行业有超过20年的从业经验。在进入这个行业之前，她是一名记者，因此她非常知道如何帮助客户进行媒体覆盖的最大化，同时她跟很多主要媒体保持着良好的关系

Robert Garner: 公司负责人

Robert的主要职责是处理财务和法务相关的事务，除此以外他也帮助决定公司的发展方向。他是Jane的哥哥，目前居住于上海。



Sian Dorrington

Sian是Jane主要的工作伙伴。她同时负责新闻稿以及图片在递送给媒体以前经过全面的审核。

Vaughan O'Grady and Martin Sayers

Vaughan and Martin 在Kilogrammedia负责写作，他们能快速的了解客户和他们的需求。他们的写作范围包含了各种形式的文案，并且以精准和快速能获得客户的审核著称。



Kilogrammedia 人员组成



Rachael Florence

Rachael 负责Kilogrammedia的社交媒体以及有此需求的客户。她对各大社交媒体平台经验丰富，除了常规发布相关新闻，还会时时监测不同的网站，以快速的回复各类的提问和评论。

Decia Lane

Decia's 负责管理所有Kilogrammedia发布的新闻，并且将纸质和在线的新闻制作成剪辑每月发送给客户，同时会附上工作细项总结页和相关的涉及的媒体信息。



Jackdaw

Jackdaw是我们最贴心的门卫和开心果。

费用架构

基本上， Kilogrammedia根据客户所选的不同套餐按月收费， 一旦选定套餐， 所有的费用都包含在套餐里面， 不会再额外收取客户其他费用。

发票开具方和收款方都是Kilogrammedia. ZenWork是Kilogrammedia的代理公司， 不承担开票和收款工作， 除非是需要语言翻译支持。

服务包报价 (金额显示为英镑£)

6个月标准套餐 - 不限量服务包 - £1,500 / 月

12个月标准套餐 - 不限量服务包 - £1,400 / 月

3个月试用套餐 - 不限量服务包; 只能使用一次 - £1,400 / 月

亚洲地区语言支持- ZenWorks单独收费，目前可选语言为韩语，中文和日语。详情请咨询: info@zenworks.jp

服务包报价 (金额显示为英镑£)

展会套餐价格 - £2,000/场

- 提供展览简介给所有的展会媒体
- 发布在主要纸质版媒介上的主文章
- 在展会之前货之后，媒体对客户关键人物进行在线采访。
- 通过Email进行采访，KGM将进行协助并帮忙回应。
- 展会现场媒体采访
- 联络展会公关公司
- 回应媒体需求，帮助推广客户公司/产品
- 提供材料给展会媒体发布办公室
- PDF形式的媒体发布报道总结，同时报告相关的媒体信息整理

*所有在展会提供的服务

单次新闻发布价格- £700/次

- 按照客户提供的信息准备新闻发布内容
- 新闻发布内容的修改和确定
- 按照客户需求将新闻稿转发给对口的媒介
- 版本的新闻媒体报告信息剪辑

服务包报价 (金额显示为英镑£)

以下不同货币的报价仅供参考，实际开票使用货币仍是英镑。

报价表 (英镑以及同等价钱的其他货币)

	英国 英镑	中国 人民币	韩国 韩元	日本 日元	美国 美元
	每个月价格				
6个月标准套餐	1500	CN¥13,509	₩ 2,201,754	¥221,930	\$1,947
12个月标准套餐	1400	CN¥12,608	₩ 2,054,971	¥207,134	\$1,817
3个月试用套餐	1400	CN¥12,608	₩ 2,054,971	¥207,134	\$1,817
	打包价				
展会套餐	2000	CN¥18,012	₩ 2,935,673	¥295,906	\$2,596
单次新闻发布	700	CN¥6,304	₩ 1,027,485	¥103,567	\$909
汇率 (1英镑对其他货币) (2018年11月12日)		CN¥9.0058	₩ 1467.8363	¥147.9532	\$1.2982

联系方式

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