

Trade Event B2B Public Relations Package
Autumn 2023 for Brand Licensing Europe or MIPCOM/MIP Junior
Special Rate Trade Show PR Solution for East Asian-based Companies



**LONDON BRAND
LICENSING
EUROPE**



mipcom.
mip | junior.

About Kilogrammedia

[Kilogrammedia](#) is a long-established specialist PR and marketing agency with a main focus on licensing and broadcast trade and consumer PR. Kilogrammedia has worked with all categories of properties from entertainment to sports, arts and heritage. It works with licensors, agents, licensees and TV production companies and has strong and longstanding relationships with the trade press around the world. Kilogrammedia attends key trade shows in the UK and internationally and proactively promotes its clients' IP and interests across traditional routes such as press releases, interviews and placed features and through general industry networking.

Kilogrammedia is represented exclusively in East Asia by [ZenWorks Co., Ltd.](#)

Key Objectives

- To raise awareness of the client company prior to, during and post trade event.
- To encourage potential partners for the client to view it as a forward-thinking company with strong core values.
- To raise the profile of the client's key senior personnel.
- To support the onboarding of new partners for the client.
- To ensure that the key media players view the client's licensing and programming sales teams as sources of valuable expert comment and opinion.
- To share with the client's team useful, but never confidential, information.

How Kilogrammedia Works

Each client is assigned a dedicated copywriter who will produce all the copy needs for press releases, comments, and quotes. Kilogrammedia creates any form of written content including advertising, sales sheets, web copy, and even product packaging content. The professional journalistic skills of its copywriters mean that news releases are written in a way that mimimalizes the need for editing by busy editors, which in turn helps to increase the chance of news placement. In many cases, the media will use the copy "as is" meaning the client's messaging stays intact. All written content generated by Kilogrammedia will only be released to the media after obtaining the client's written approval for final drafts. Kilogrammedia can also manage third party content approvals, if required.

Proposed Trade Event Activity

Kilogrammedia would plan to produce a preview release to go to trade media titles prior to the specific event.

- If a client's news is available, Kilogrammedia will generate written content for the trade event dailies (in the case of BLE, the deadline is August 21st). If there is nothing new to talk about at that stage, Kilogrammedia would propose and submit a preview release to the client for consideration.
- Kilogrammedia would arrange trade event onsite press meetings with journalists. These are not specific interviews but are general meet-and-greets which gives journalists a chance to understand more about a client's business. Kilogrammedia will follow up post-event on any specific topics that journalists showed interest in.
- Post-event, Kilogrammedia would create content and distribute any significant event-related news.

In addition to the above there would be press office services as outlined below

Press Office

In addition to the trade event activity, Kilogrammedia would also act as its clients' press office, engaged in the various activities including the following:

- Writing and distributing press releases.
- Distributing images.
- Managing the approvals process, if required.
- Responding to incoming journalist questions/requests (after clearing with the client).
- Monitoring the media's features lists to find opportunities for news placement.

Clippings

News clippings (copies of published content) are supplied in a PDF format alongside information about the source media, such as date of publication and circulation. A summary sheet is also provided listing up all the news clippings for quick reference. Clippings are provided monthly but can be supplied at shorter notice if necessary.

Advertising

Although Kilogrammedia never asks for an advertising commitment should clients wish to consider committing an advertising budget, it can happily negotiate, manage and maybe able to save clients money through agency discounts. Kilogrammedia always has advertisers bill its clients directly, so clients pay exactly what is agreed. Kilogrammedia does not take commission.

For Total Licensing, cost-effective packages are available from the East Asian region (excluding mainland China) agent, Roger Berman of ZenWorks.

Fees

The fee for covering a single trade event, defined as either (1) Brand Licensing Europe or (2) MIPCOM and MIP Junior would be UK£2,000. (Approximate currency equivalents as of 1 August 2023 – JP¥362,000, KW3,270,000, CNY18,370. All billings are in UK£).

Contacts

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