

# How to perfect pitching your products to the press

Have you had a product featured in  
a magazine?

What is the biggest challenge you face  
when thinking about PR?

- Not knowing who to contact
- Not knowing how to contact them
  - Finding the time to do PR
- Confidence contacting the press

# Who are we



Design background

2 PR businesses

Started with no PR experience  
& no industry contacts

# The Asset Checklist



Cut-out  
imagery



Lifestyle  
imagery



Lookbook &  
line sheet



- 300 dpi
- High resolution
- Completely white/clear background
- JPEG



Clara von Zweigbergk, by HayDesign.

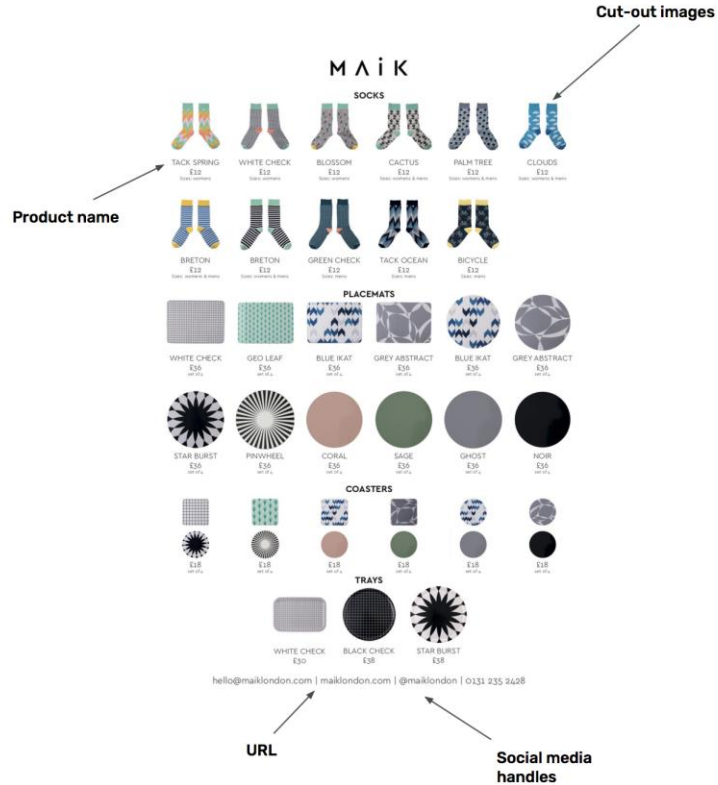


Ferm Living.



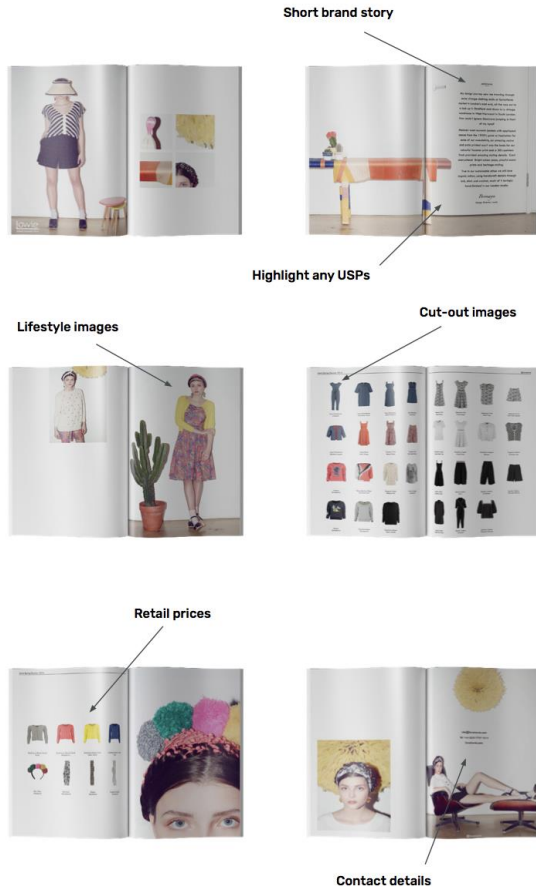
Matt and Nat.

- Audience focused
- Exciting and engaging
- Brand story telling
- High res and beautifully styled



- RRP only
- Cut-out imagery
- All colour-ways
- URL
- Social media handles
- Product names
- Simply designed





- Lifestyle and cut out imagery
- Retail prices
- Contact details
- Short brand story
- Your unique selling point
- Professionally designed

**Bold shapes**



**Colourful Items**



**Patterns**

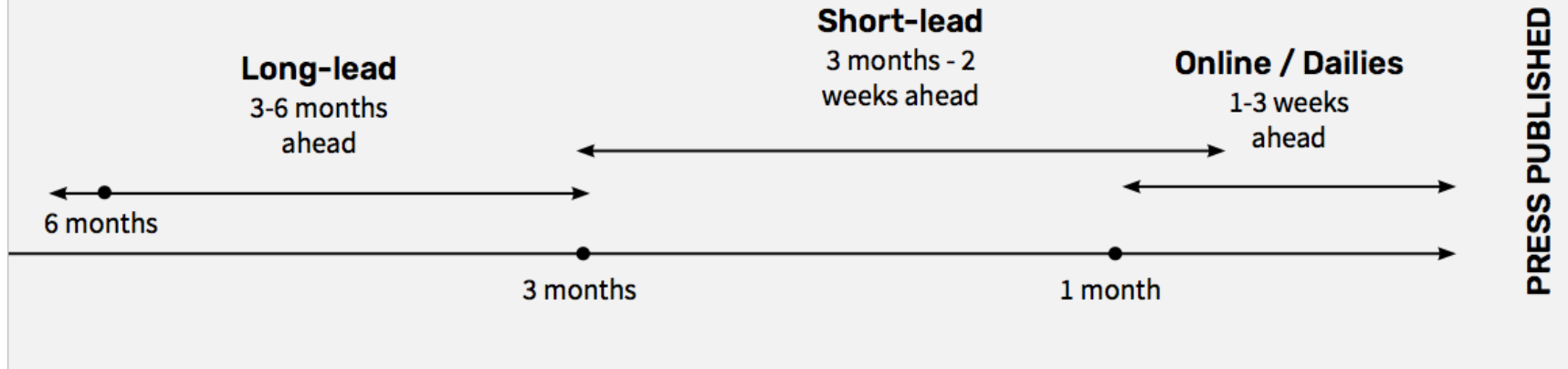


**Seasonal Items**





# Publication time line



## THE STYLE LIST

 <p><b>HEADWEAR</b> Phish gets a well-needed upgrade in 2017. Our favorite take on the design (\$45, margaux.com)</p>	 <p><b>TOP OF MIND</b> From leather strap to glowing trim, H&amp;M's beachy, packaged scarf can keep you cool (\$12 each, reishoppingthem.com)</p>	 <p><b>HAIR POLISHING</b> Bobby Brown's Shaggy Clearing Oil of Action helps reduce frizz and adds shine (\$23, bobbrow.com)</p>	 <p><b>ADORNMENT</b> Austria's new album, Future Public, is all about hope in the world to come (\$29.95, foremag.com)</p>	 <p><b>FEELING FIT</b> Athletes don't get much more than the State of California just (\$142, inclusiontoharmony.com)</p>
 <p><b>WAKE UP LIKE THIS</b> Brighten up your morning with Clean Beauty's fragrance-free, tooth-softening (\$25, cleanbeauty.com)</p>	 <p><b>MADE TO ORDER</b> Black on London's Great Top Ring is a perfect fit for your perfect top (\$11, londonring.com)</p>	 <p><b>WEARING KNOW</b> Smith's recycled suede boots are your right and practical companion for the winter weather (\$110, johnson.com)</p>	 <p><b>SKIN SAVIOUR</b> With hyaluronic acid and vitamin C, Natur's Hair Serum is a hair solution worth (\$24, natur.com)</p>	 <p><b>FLUO YOUNG</b> The only soft bed pillow ever used to help in some countries (\$22, flouyoung.com)</p>
 <p><b>COAST TO COAST</b> Sustainable and easy to wear, our perfect top is a perfect fit for your perfect top (\$14, sustainable.com)</p>	 <p><b>WILD SIDE</b> Worshiper's extra-junction skirt is perfect for work or play, clean at the weekend (\$45, worshiper.com)</p>	 <p><b>SUNGLASS REPAIR</b> Pharmacist's Repair Spray &amp; Repair Spray can bring a subtle shimmer to your sunglasses (\$15, pharmacist.com)</p>	 <p><b>ON A STAR</b> Reveals a new Campaign: Reveal - once tested, your favorite fragrance could be out of a job (\$15, onastar.com)</p>	 <p><b>STAR SIGN</b> Pharmacist's Reveal collection is the perfect gift for anyone who's ready to reveal (\$15, pharmacist.com)</p>

Stylist, June 2018.

## MUM'S THE WORD

TREAT THE MOST IMPORTANT WOMAN IN YOUR LIFE THIS MOTHERING SUNDAY

**WRAP UP**  
This Mum's Day gift could help you feel like a million-dollar mom. For the fashionable, fashionable parent, visit [www.okmagazine.co.uk](http://www.okmagazine.co.uk)

**CHOC AWAY**  
Add a sweet touch to your Mother's Day with the new Mother's Day Chocolate Box. It's the perfect gift for the mum who loves to indulge. Visit [www.okmagazine.co.uk](http://www.okmagazine.co.uk)

**SKIN SAVIOUR**  
This Mother's Day, give your Mum the gift of skin. The new Skin Savour collection is the perfect gift for the mum who loves to indulge. Visit [www.okmagazine.co.uk](http://www.okmagazine.co.uk)

**JUST FOR HER**  
From the new collection, visit [www.okmagazine.co.uk](http://www.okmagazine.co.uk)

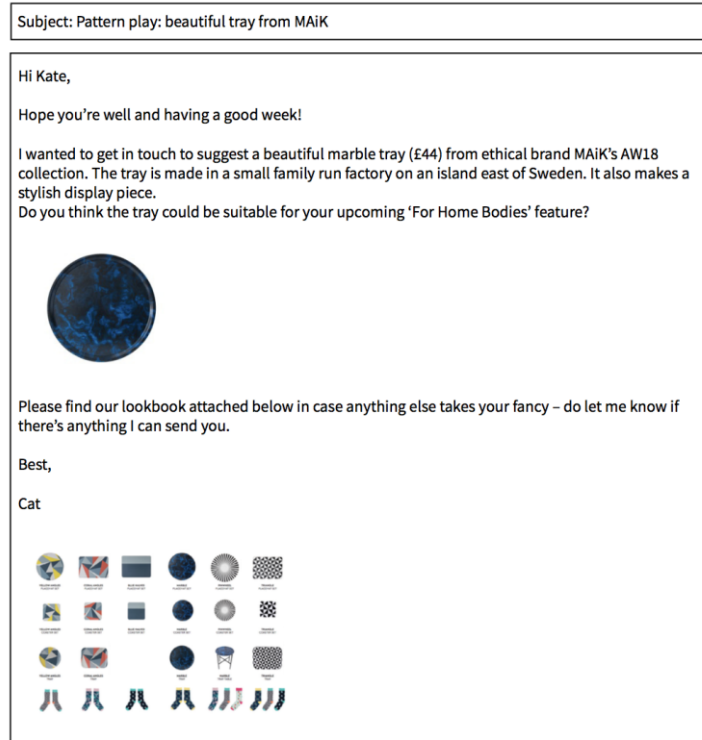
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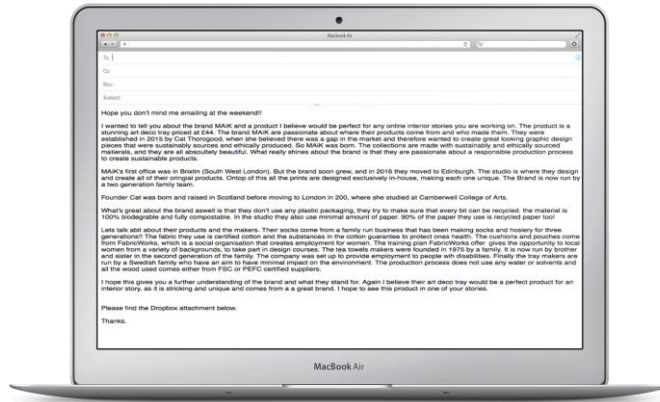
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**AND RELAX**  
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OK!, July 2018.

- Email, don't phone
- Short and sweet
- Suggest the feature you're pitching to
- Show you've done your research
- Attach visuals
- Link to website
- Make it as easy as possible for them





- Tell them why they should feature your product
- Tell them your life story
- Email on evenings or at weekends
- Attach high res images
- Send Dropbox files or WeTransfer links
- Hound them

Subject: RE: Pattern play: beautiful tray from MAiK

Hi Kate,

I hope you're well and that you're having a lovely week so far.

I just wanted to check in and see if there is anything we can send you from MAiK for your 'For Home Bodies' feature?

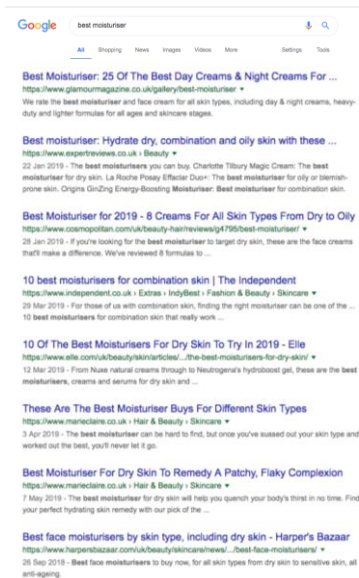
Best,

Cat

- Wait a week or two after your original email
- Use a similar format to your initial email.
- Re-attach look books and images
- Be patient



# Why brands need PR



GLAMOUR

Makeup Hair Skin Fashion Entertainment Beauty Festival

in particular, won't function properly unless you follow with a big, thick slather of creamy goodness. Not to mention your makeup won't sit well at all unless you deal with those dry patches first.

They might not have the sex appeal of a serum, or the lengthy scientific name of a chemical exfoliant, but boy do we love them.

Here are the best moisturisers that really, truly do the job.

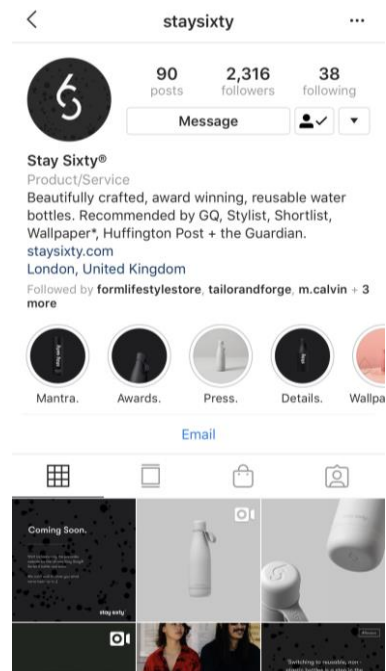
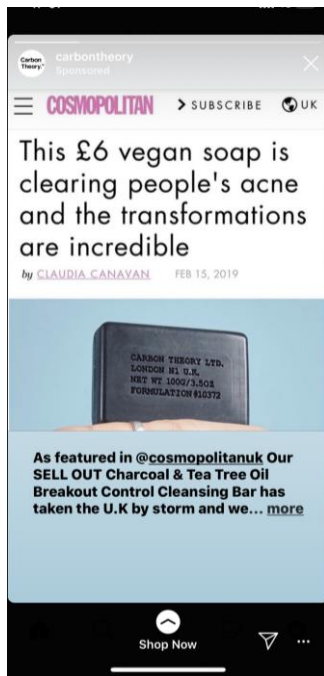


## 1. DayWear, £45, Estée Lauder

Tick off your SPF and pollution protection in one handy application. Full of antioxidants, this day cream hydrates whilst shielding your skin from the elements.

- Stockists
- Credibility
- Press quotes - sales
- Awareness
- Timely purchases

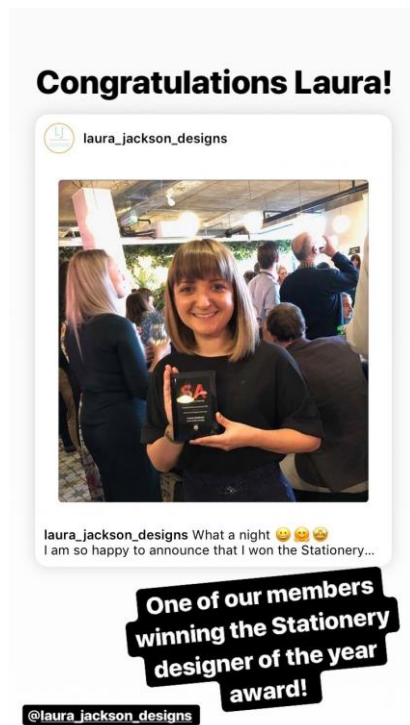
# How brands use their coverage

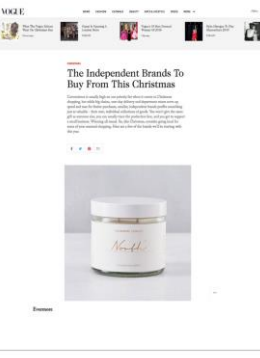


- Affordable DIY PR
- Support, advice and PR guidance.
- Contacts, templates, videos and downloads.
- Access to our recommended suppliers plus discounts
- Community
- Great results

The screenshot shows the PR Dispatch interface. On the left, a sidebar titled 'Lifestyle & Homeware Membership: Contacts' shows a progress bar at 0% complete and a list of dispatches (1st to 4th) and other contact types (Regional Press, Awards). Below this is a '3. PR learning' section with a list of steps from 'Intro to step-by-step PR' to 'Download your landing sheet template'. The main content area displays a magazine spread for '2. Woman and Home' with details like 'Feature: The Home Edit', 'Readership: 336,132 monthly', 'Target Audience: Women, 40+', 'Price Point: Low to High, up to £2,000', 'Released: Monthly', 'Contact details', 'Compiled By: Holly Walsh, Homes Editor', 'Email Address: [h.walsh@prdispatch.com](mailto:h.walsh@prdispatch.com)', 'Publication Social Handles: [instagram](#), [twitter](#)', and 'Time Inc. (UK), 161 Marsh Wall, London, E14 9AP, UK'. Below the magazine spread is an 'Asset Checklist' grid with categories like 'Catalist imagery', 'Lifestyle imagery', 'Head imagery', 'Product imagery', 'Press release', 'Press kit', 'Lookbook & See sheet', and 'Website'.

# What is PR Dispatch – A Community





100+ coverage

Only 15 memberships  
available

# Any questions?

First  
month  
free

Save £59 on your first 3 months  
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\*Ends midnight tonight

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