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Prepared by Octopus Communications

FUTURE5:

Campaigns that change the game



OCTOPUS

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WELCOME

When the world around us is changing at high speed and the economic tighteners are on, the easiest thing to do is nothing. Nothing new, nothing experimental, nothing brave. How much more comforting to bury our heads in the (rapidly shifting) sands until calmer climes return.

So it is with greater appreciation of the bold and innovative spirit alive in the best marketing departments today that we are proud to unveil this year's Future 5 winners.

All are brands which have pushed beyond the norm, beyond the safe, and delivered examples of best practice across five trends that signpost the future of marketing communications.

Each of the showcased campaigns shines a light on the direction in which PR and marketing are travelling and shows an increasingly convergent path as brands attempt to navigate an unpredictable media terrain.

This year, for that reason, we extended the reach of the Future 5 project to encompass not just the work of in-house PR departments but marketing departments generally.

Our judging panel sifted a shortlist of around 25 of the most outstanding case studies to find the gold standard of which any marketing department – and indeed, our industry – can be justly proud. Congratulations to you all.

But there's another challenge no-one should underestimate as we look to the future: the internal, structural recalibrations necessary within brand teams and their agencies as PR and marketing functions and messages collide.

The future is certain to be interesting, though we can be sure of nothing else.

DANNY ROGERS
Editor-in-chief, PR Week
and Brand Republic Group

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1. The Big Idea:

About the Big Idea

What better place to kick off this year's Future 5 than with the subject of big ideas? No matter how ingenious the delivery mechanism, regardless of how revolutionary the approach, all great PR and marketing campaigns are founded on one overriding principle: a solid creative idea.

For even the most financially challenged of organisations, a little creativity goes a long way. In an era in which the PR and marketing purse strings are being stretched across multiple channels, one bright spark of an idea can make all the difference in the world.

More importantly, when faced with an increasingly jaded media audience, it's really only the truly creative

campaigns that have the edge to slice through an ever-thickening veil of journalistic ennui. After all, any idea that's good enough to engage a headline-hardened hack is likely to do similar business with a wider audience.

It's with that in mind that we used our first category this year to highlight examples of the brightest, boldest and biggest ideas bouncing around the market today. A round of applause then, if you will, for the enduring power of creative thinking.



*The original
Cottage industry*



*Morris & Callum
working the land*



CASE STUDY: THE NATIONAL TRUST

Our first case study involves the National Trust, an organisation that many will associate with historical buildings. But there's nothing old-fashioned about the expansive MyFarm campaign – a truly forward-looking venture that shows how cutting edge approaches to customer engagement can bring people closer to their heritage.

In a bid to educate young people about food production while at the same time raising the profile of The National Trust's extensive farming operation, what was required was some thinking outside the (horse)box.

The heritage charity is the UK's largest farmer, responsible for 200,000 hectares of farmland, but recent research showed that only around a quarter of people are aware of this. Additional surveys also revealed a worrying lack of knowledge about how land is farmed. For instance, almost a third of under-16s thought that oats grow on trees.

The National Trust's novel approach was to launch MyFarm - the world's first mass engagement farming experiment, which has the ambitious aim of enlisting 10,000 people to help make all the key decisions at one of the Trust's working farms at Wimpole in Cambridgeshire.

Subscribers to the scheme, who pay a £30 fee to cover project costs, get the opportunity to experience the day-to-day realities of farming and make decisions

about what crops to grow, what animals to rear and when to harvest. Following the progress of the estate online, they get to vote on one or two decisions each month, posed by the farm manager, to directly influence what happens on the 1,200 acre organic farm. Their decisions are then carried out by the farming team.

With a budget of £45,000, the PR launch of MyFarm was uncomplicated but effective. It included recruiting key journalists, galvanising the support of organisations like the National Farming Union and the RSPB, holding a number of press days at Wimpole and commissioning quirky photography of animals at the farm sporting the MyFarm logo.

In the first 48 hours following the launch, the extensive media coverage attracted 26,906 unique website hits on the MyFarm website, netting the project an impressive 1,300 paying subscribers. Social media highlights included the National Trust trending on Twitter in the UK for the first time ever.

Beyond the raw numbers, the MyFarm campaign is also a perfect example of that most vital of PR zeitgeists - audience interaction. With an expert understanding of how audiences and customers want to engage with brands today, MyFarm demonstrates how a campaign can get closer to its targets than ever before by creating a true two-way dialogue - and one that culminates in a result that everyone can see.



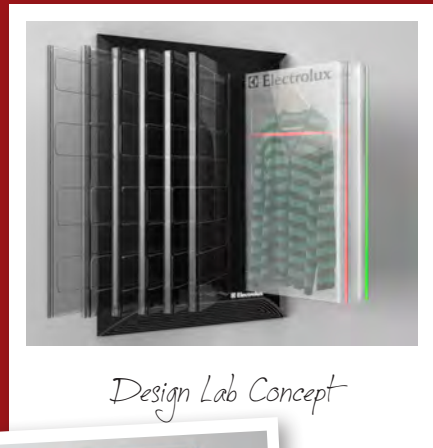
2. Audience Participation:

About Audience Participation

A particularly relevant part of today's PR and marketing landscape, there's arguably no more powerful item in any communication professional's toolkit than getting the audience itself to endorse and share a brand's message.

Thanks in part to the incredible pace of technological development, the ways in which to engage an audience today are almost limitless. From crowdsourcing product specs and interactive games through to hashtags and photo sharing on Facebook, tech is making it easier than ever for customers to lend a brand a helping hand.

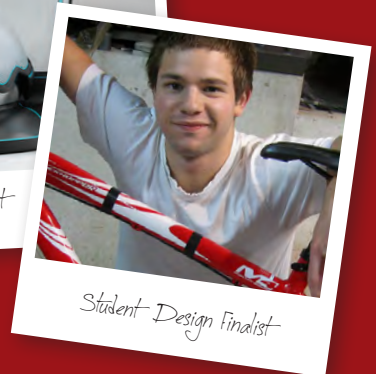
But audience participation isn't just about developing the most cutting-edge App or asking customers to distribute sales messaging in disguise. It's about finding out what about a brand truly resonates, and drawing on those qualities to create something special. And that's what makes audience participation such a natural and vital element of a successful communications campaign.



Design Lab Concept



Design Concept



Student Design Finalist

CASE STUDY: ELECTROLUX

There are few better ways to get someone outside than to ask for their opinion. We all love to be made to feel like experts, and when brands open themselves up and ask, “how could we do this better?” it immediately breaks down the barriers between customer and corporation.

It was with that philosophy in mind that Electrolux, one of the world’s leading creators of domestic and professional appliances, unveiled its 2010 Design Lab campaign. Selling more than 40 million products to customers in 150 countries every year, Electrolux already has a huge active audience. But the company wanted to go further than that, and truly engage its potential customers firsthand.

Design Lab 2010 did that in a very specific way. Challenging industrial design students from around the globe to create a range of products that could support ‘compact living’ in the year 2050, the Design Lab entry mechanism was driven by a multi-channel PR push that stretched from a social media hub to a partnership with industrial design news site Yanko Design.

The concept proved to be an instant hit, attracting hundreds of entries from locations around the globe. With those entries eventually shortlisted down to just eight, one week before the final round of judging Electrolux unveiled a preview exhibition at John Lewis’ flagship store in London. With the innovative shortlisted designs made physical (and Electrolux branded), student finalists were able to see their products in the flesh as they were showcased to media attendees from a range of outlets.

With so much creativity and passion poured into the campaign by the contributing students, the social media impact of the campaign was understandably huge.

With so much creativity and passion poured into the campaign by the contributing students, the social media impact of the campaign was understandably huge. A Facebook fan group set up for Design Lab grew rapidly from 400 to 4,000 members; some 200,000 visitors hit the Design Lab website; YouTube videos of the shortlisted products went viral garnering more than 161,000 views; and the media partnership with Yanko Design generated half a million views alone.

From a media perspective, the campaign made its way to the CNN Newsroom in the US, BBC Radio in the UK, and the Financial Times’ prestigious ‘How to Spend It’ supplement dedicated four minutes of video to Electrolux’ vision of the ‘kitchen of the future’. Overall, global coverage resulted in more than 260 print articles, 630 online features and more than 8,000 social media posts.

Of course, Design Lab wasn’t purely about media coverage, column inches or bloggers extolling the virtues of sleek design. It was about Electrolux putting its faith in its community and reaping the rewards as a result. By asking its audience not just to engage, but actively participate with its brand, Electrolux was able to create a truly special, lasting concept.



3. Brand Partnership:

About Brand Partnership

“Just the two of us, we can make it if we try, just the two of us, building castles in the sky...”

While Grover Washington Jr. and Bill Withers probably didn't have brand partnership in mind when they penned one of 1981's most memorable tunes, they summed up the spirit behind our third category far better than this confused introduction ever could.

Weak links to hit songs aside, brand partnerships have been sneaking into the marketing mix for a while now. Less about logos and more about shared outcomes,

savvy communications professionals are increasingly using brand partnerships as a way to get the best possible result for their company or client – reaching a wider audience than they ever could have done through the single entity.

Vital to any successful brand partnership however, is that both parties enjoy the mutual benefits of teaming up for a common goal. And that's where PRs have a chance to show their real value – formulating and managing that relationship to deliver an impact that makes the most of the combined value of two organisations working in tandem.



CASE STUDY: THE SAMARITANS AND NETWORK RAIL

The Samaritans is one of three charities to feature in our Future 5 shortlist – an indication that third sector organisations are now at the forefront of progressive PR and awareness campaign thinking.

Through an enterprising partnership with Network Rail, emotional support charity The Samaritans was able to maximise publicity around the sensitive subject of adult male suicide with the aim of reducing the alarming 4,000 cases that occur in the UK each year.

The shrewdly named "Men on the Ropes" campaign kicked off in September 2010 when a makeshift boxing ring was erected in London's Waterloo station to coincide with World Suicide Prevention Day. Similar launches took place in other major cities such as Glasgow, Cardiff and Belfast.

The imagery of the campaign was chosen in order to engage with the target audience of men aged 30 to 55, who typically find it difficult to discuss issues around mental health and suicide. Extensive research was carried out to ensure the right messages were being sent out.

As part of the collaboration, The Samaritans secured advertising space at 200 stations across the country and mobilised volunteers in regional branches to put the posters up. Having identified that the target audience was less likely to use social media and more receptive to traditional forms of marcomms via a round of extensive market research, this media space was vital.

In addition to space at the stations, the charity also formed a partnership with T4 Media, the company

that owns AdGates, which advertises on station ticket barriers, and secured three sets of two-week campaigns at cost price.

Supplementary advertising appeared on billboards, beer mats, cigarette bins and phone boxes in areas of economic deprivation, while information was also broadcast to indoor screens at various rugby and football grounds. The campaign also featured a number of men from the target demographic including a man called David White, a regular guy from an amateur boxing club alongside international rugby referee Nigel Owen and former Premiership footballer Warren Aspinall.

The media launch of the campaign generated 230 items of news coverage worth a further £150,000 with 7million 'opportunities to see', while the advertising campaign secured over £1,000,000 of donated space.

The Samaritans are still assessing the effectiveness of the campaign but anecdotal evidence points to it being highly successful. In terms of sheer numbers it would seem it has had a positive effect on men's willingness to discuss sensitive subjects with the charity reporting contact from 12,000 more men during 2010 compared with the year before. As for Network Rail's goal, the operator reported in June this year that suicides had fallen by some 11% over the previous 12 months.



The campaign was at the heart of a wider five-year, £5-million partnership with Network Rail to reduce suicides on the railways - Network Rail itself had set a target to reduce rail suicides by 20% by 2015.

4. Research and Planning:

About Research and Planning

True research and planning isn't about stuffing press releases full of statistics or creating a flawless spreadsheet schedule - it's about understanding the audience, telling a story and delivering it with a precise level of timing that leaves a lasting buzz.

Success in this area can take many forms. But from intimate customer insight to maximising geographical reach, the primary ambition should always be to engage the audience in the most compelling way.

So while it might sound counterintuitive to include research and planning as part of the Future 5 – they've been around for as long as we've been pitching stories and creating campaigns, after all – their presence here reflects the enduring nature of a well thought out, intricately planned approach to a communications campaign.

Put simply, science breeds success.



*Helping 54,000 children living
below the poverty line*

CASE STUDY: SHELTER

Like the previous example, in the Age of Austerity there is a proliferation of groups tackling social problems clampering to be heard above the noise. As we see with Shelter's approach, to succeed requires a high level of strategic planning.

Following the announcement last year of government cuts to housing benefit, homelessness charity Shelter set out to commission powerful research designed to convince parliamentarians of the devastating impact the policy would have on up to a million vulnerable people.

What is impressive in this case study is not just the quality of the findings but the planning that took place in order to maximise the impact of the study and sway influence in Westminster.

Shelter commissioned independent research from housing experts at the University of Cambridge to analyse the effect of the cuts on households claiming housing benefit. The aim was to deliver a robust and credible report containing strong headline statistics that would achieve widespread media coverage and capture parliamentary attention through a series of stories staggered throughout September 2010, a key month for political influence as Parliament returns between summer recess and party conferences.

The first headline grabber to be released was a story that led with a figure from the research showing that 54,000 children already living below the poverty line would

be pushed deeper into poverty by the cuts. In order to achieve maximum political impact, the story was sold in to the Today Programme for the day Parliament returned.

Momentum was maintained with a national media story the following week showing the cost to the public purse of the increase in homelessness the cuts would cause, which was estimated by Cambridge University to be at least £120million a year. To accompany the national story, Shelter developed over 100 tailored local press releases.

Complimenting this was a quick and effective response to housing stories in the media while MPs were briefed using the research ahead of key debates. In total, the research garnered over 700 pieces of coverage while Shelter was mentioned in Parliament over 40 times in relation to this topic.

Over the following months, the government declared amendments to the original announcements, such as introducing direct payments of housing benefit to landlords who had lowered their rents to help tenants stay in their homes, and an agreement to review the impact of the changes two years after they were introduced – key concessions that Shelter believes will make a major difference to people's lives.

In total, the research garnered over 700 pieces of coverage while Shelter was mentioned in Parliament over 40 times in relation to this topic.



Shelter

5. Technology:

About Technology

In last year's Future 5, we picked out technology as "the single most game-changing trend" from the wide spread of areas that we covered. 12 months down the line, and it's difficult to take a different view on the subject. Alongside everything else that's impacting on the PR and marketing industry right now, technology is still driving some of the most fierce and fast-moving change we've ever seen.

From being able to reach out to journalists at any time and in any location on the planet to distributing campaign messages to millions over social networks, technology has fundamentally altered the face of modern communications.

But truly great use of technology is about more than just using Twitter to point followers to online press releases – it's about coming up with innovative ideas and clever concepts that use technology to drive a message home.

From Foursquare to Facebook, the iPhone to augmented reality, this category was designed to celebrate the smartest and slickest uses of technology out there right now.



Various Advertising creatives



Lean On Me Bicycle Board

CASE STUDY: LUNDBECK

Social media is now established as a regular device in the PR executive’s toolbox and is set to develop hugely into the future. At its heart it is about networks of contacts and friends – precisely the target audience Lundbeck was seeking to reach out to in its anti-depression campaign.

“Lean on me. When you’re not strong, and I’ll be your friend, I’ll help you carry on.”

This might be the second time that we’ve featured the wise words of a certain Mr Bill Withers, but this time they’re here for a much better reason. These words of friendship were the inspiration, and eventually the soundtrack, for a successful drive to combat depression that had the use of social media and online video at its heart.

Incorporating a song as its central theme, the “Lean on Me” campaign was spearheaded by medical treatment research firm Lundbeck that launched an awareness raising crusade to highlight the condition – believed to affect 33 million people in Europe – to break down the stigma and to encourage those affected to seek help.

Research commissioned by Lundbeck had shown that the support of family and friends is a key factor in helping people recover from depression. Therefore it was only natural that Lean on Me would be the first healthcare campaign to use the “Friend-Clip” technology.

The interactive facial recognition tool Friend-Clip provides users with the chance to star in a music video – with a friend, a celebrity or on their own – and then share their video via Facebook, Twitter or email for all their friends and family to see.

While a technology like Friend-Clip might not jump to mind as the most natural tool for an organisation that tackles a subject as serious and sensitive as depression, its use was underpinned by the need for a concept that could be distributed virally in order to reach the greatest number of people.

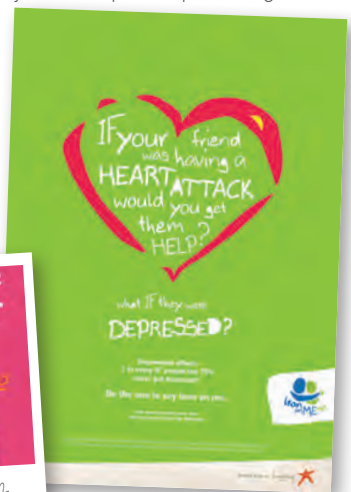
If there was a degree of calculated risk to the Friend-Clip element of the campaign, it was one that paid dividends. At key moments of the Friend-Clip creation process, users are exposed to messages of support and by uploading their photo, they pledge to be a friend to someone affected by depression.

This innovative approach was supported by the development of profiles on Facebook through work with the European Depression Association (EDA) as well as an educational website where visitors could learn more about depression and how they can lend support. Additional initiatives included off and online advertising, press briefings and even an outdoor concert featuring a gospel choir singing “Lean on Me.” The success of the campaign can be measured by the fact that three months after the launch visitor figures to www.leanonme.net reached 51,712.

What’s more, in a survey conducted four months post-launch, over half of healthcare professionals polled reported they saw more patients presenting with depression and two-thirds of consumers surveyed said Lean on Me made them recognise depression in a friend or family member.



Create a Friend-Clip on Lean on Me



A Further Five:

When we asked PR and marketing teams from around the country to submit their most innovative entries for the first Future 5 back in 2010, the sheer number of cutting-edge campaigns left our judging panel torn over which would become the inaugural winners.

2011 was no different. With so many fantastic submissions to choose from, we were hard pushed once again to choose just five to demonstrate the spirit of the Future 5 in action.

Hence the inclusion of this 'Further Five' - a quintet of great campaigns that we just couldn't leave out.



THE UNANSWERABLES (Audience Participation, The Big Idea)

What is the meaning of life? Does God exist? Perhaps most importantly, is Tony Soprano really dead? When internet search engine Ask Jeeves turned 10 last year, it did so in style - launching a clever campaign that celebrated its decade of answer finding by combining a great idea with audience participation to brilliant effect.

Posing readers and a celebrity panel with a range of 'big debate' - and, ultimately, unanswerable - questions, the campaign got people talking and garnered a raft of press coverage. Vivality, it also contributed to some 3,300 new registrations, 45,000 web visits and resulted in a 12 to 1 return on investment.



MOBILE SESSIONS (Brand Partnership)

When a brand sets out to 'understand' and engage a key element of its core audience, getting the tone of voice right can be the difference between success and failure. That's why, when looking to better engage its female customers, Motorola enlisted the help of the experts.

Arranging a series of "Mobile Sessions" with a range of key female technology influencers - including eBay's Ruth Szyszowski, LadyGeeks' Belinda Parmer and 'mumtrepreneur' Solvej Biddle - Motorola also teamed up with Google to run a series of life-enhancing technology masterclasses that resulted in more than 100 pieces of coverage and a range of lasting relationships that helped to boost its brand.



**BUSINESS HEROES
(Research and Planning,
Brand Partnership)**

As evidenced by Motorola's campaign, if you want to talk directly to a specific audience, you need something interesting to say. To help it engage an SME audience, networking giant Cisco enlisted the help of two of our Future 5 trends - research and brand partnership.

Negotiating a six-month long brand partnership with Management Today magazine, Cisco launched a hunt for the UK's most inspiring small firms, culminating in a dedicated supplement profiling the country's 'Business Heroes'. This was supported by a piece of major pulse-taking SME research - the 'Business Heroes Barometer' - that helped to generate more widespread press coverage and a resonant, relevant piece of SME focused content.



**RUDE HEALTH RANTS
(The Big Idea, Audience
Participation, Brand
Partnership)**

Created by the family run, self-described "small company with big ideas" Rude Health, 'Rude Health Rants' is a campaign that captures everything great about brand partnerships in one tasty mouthful.

Aimed at promoting the company's line of nutritious (but delicious) breakfast snacks, Rude Health Rants saw the brand team up with a range of passionate food writers and chefs to help get a few things off their chest. From supermarket cheese to the Pope's choice of bread, the combination of website and live-event rants left no stone unturned and drew in support from stars such as Val Warner and Levi Roots.



**BEHIND BARS
(Technology)**

If there's one thing that Twitter has brought to all of our lives, it's the freedom to tell all and sundry just how mundane our every waking action is. Fortunately for boredom thresholds the world over however, campaigns like Staffordshire Police's 'Behind Bars' are there to provide updates on the more exciting side of life.

A 'live-Tweet' event run between 6pm and 3.30am, 'Behind Bars' relayed the events of one night at Staffordshire's busiest custody centre in order to help drive awareness of the good work done by the local constabulary in tackling crime. The campaign generated impressive results for a corresponding web campaign and a 21% increase in Twitter followers.

An integrated five

When we sat down to plan out the original Future 5 project last year, we asked ourselves a number of questions. Would anyone actually enter, for instance? And, while we knew that we wanted to pull out five trends that were shaping the future of PR, would we see those distinctly enough in the entries that we did receive?

Thankfully, the answers to both of those questions were a resounding yes! But that didn't stop us asking similar questions when we started planning out this second campaign. As the highlighted campaigns on the previous pages demonstrate, we needn't have worried. Once again, we were inundated with a range of brilliant entries. And once again, we spotted a few things that it's worth dwelling on for a second.

Firstly, and most importantly, we saw a lot of integration across the five trends. Maybe not every entry we received, but the vast majority, demonstrated success in more than one of Future 5 categories. It may be a little simplistic to suggest that the more 'trends' it had, the more successful a campaign was, but we certainly saw the most impressive results from those entries that had successfully distributed their resources to get the maximum impact from a range of channels.

It seems that this year, it was less about whether PR or marketing owned the campaign, and more about which tactics would make it a success. And that can only be a positive thing. As those lines blur ever closer together, it's about finding the integrated mix that delivers results on all fronts.

Secondly, research and planning were cause for big debate this year. While we had fewer entries that actually utilised these tools - whether as campaign tactics or as a benchmarking method - those that did were scored more highly by our judges. Overall, the feeling was that creativity needs to be tempered with accountability, hence the higher scores for campaigns that put some solid methodology into the mix.

Finally, and as was the case with 2010's Future 5, consumer campaigns lead the charge once again. We had some undoubtedly great entries from the world of B2B, but it was the consumer campaigns that demonstrated the greatest level of innovation for the second year in a row. Here's to seeing some B2B campaigns that blow our socks off in 2012!

Until then, thanks for reading and we hope you enjoyed this small insight into some of the campaigns that are changing the communications game for the better.

JON LONSDALE
MD – Octopus Communications

THE JUDGES



Sandy Purewal - Octopus Group

Sandy Purewal is co-founder and CEO of Octopus Group and is responsible for ensuring the Octopus Group businesses are best placed to respond to the changing face of the media industry. Sandy has over 18 years of experience in PR, marketing and sales.



Jon Lonsdale - Octopus Communications

Jon Lonsdale co-founded Octopus Communications in 2001 after spending his formative years in technology and consumer PR. Octopus now has clients across five main interest areas of technology, workplace, energy, finance and lifestyle. Jon's career has spanned a wide range of accounts including Google, Adecco, Cisco, Sony, Lloyds TSB and the Carbon Trust.



Danny Rogers - PR Week and Brand Republic

Danny Rogers has been editor of PR Week for the past five years, during which time he has twice been awarded Editor of the Year. Before leading the PR Week team, Danny was a contributing editor to the Financial Times and Media Guardian and deputy editor for Marketing magazine.



Suzanne Bidlake - Marketing & Campaign

A previous news editor of Marketing and the U.S. magazine Advertising Age's daily, global, email news wire, Suzanne has written and broadcast on advertising, marketing and media for almost 20 years and is now consultant editor for both Marketing and Campaign magazines.



Shakila Ahmed - Travelodge

Shakila Ahmed, Communications Director at Travelodge, started her career with the UK's fastest growing hotel chain eight years ago as a PR Manager. During this time, she has been the Head of Consumer PR and now in her current role, she oversees the whole communications function for Travelodge.



Nicola Green - O₂

Nicola Green became Head of PR at O₂ in June 2003 having spent four years as Campaigns Manager at telecommunications company, Orange. She directs all of O₂'s PR activity in the UK for the corporate, business, consumer and sponsorship partnerships. Nicola successfully helped establish the O₂ brand within the press and online media in the UK.



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FUTURE5:

Campaigns that change the game

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