



CREATING CONTENT THAT GETS TRACTION

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Communications
Reimagined



DEVELOP COMPELLING CONTENT

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1) KNOW YOUR AUDIENCE

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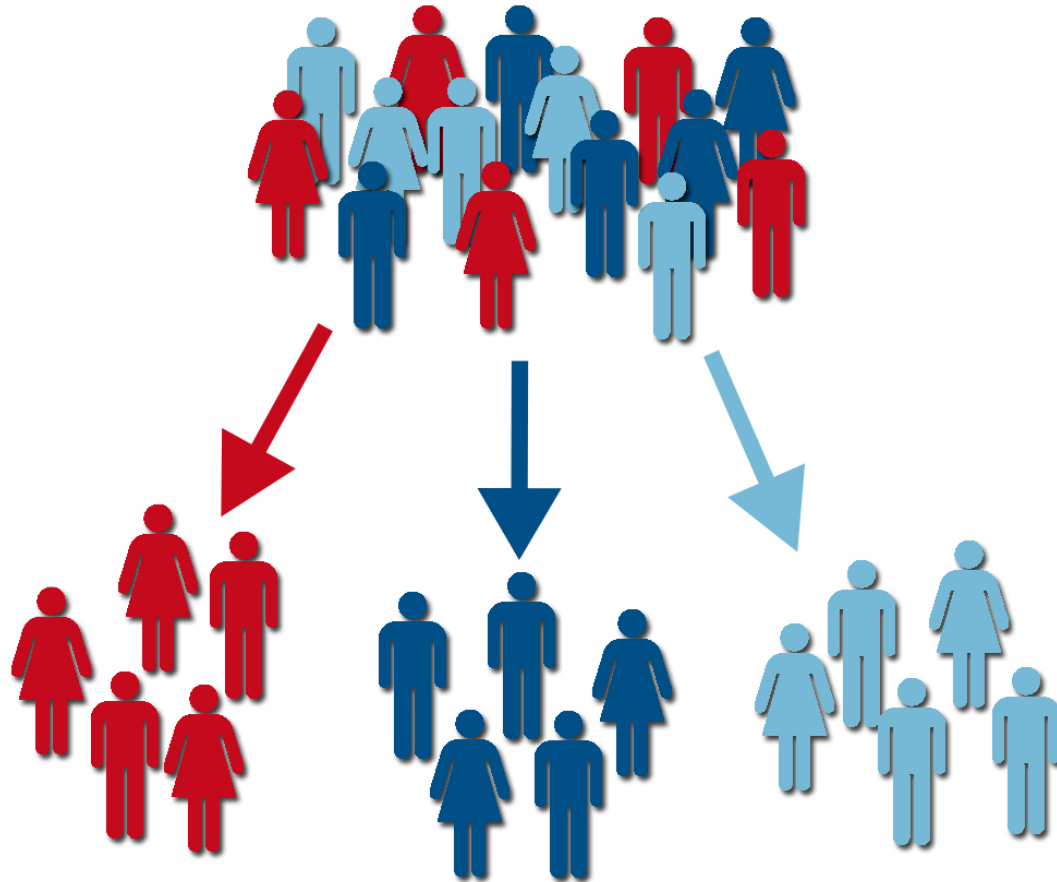
DEVELOPING CONTENT MAKING IT RELATABLE



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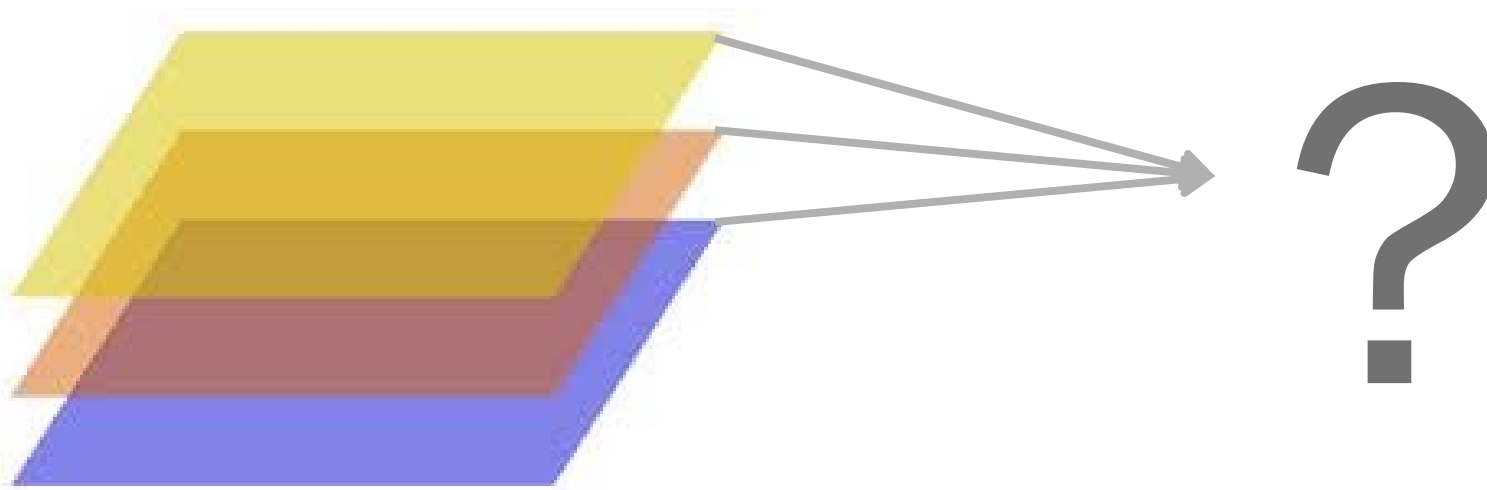
DEVELOPING CONTENT MAKING IT RELATABLE



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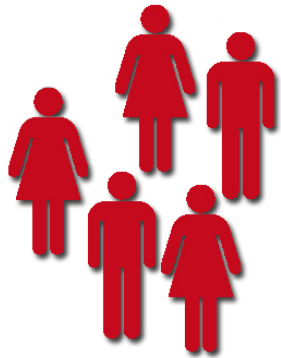
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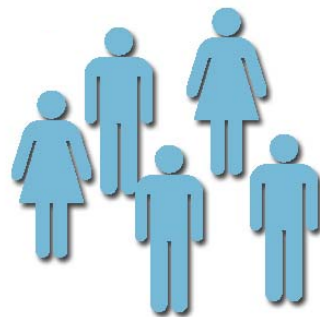
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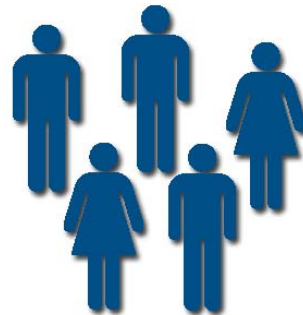
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Audience segment A



Audience segment B

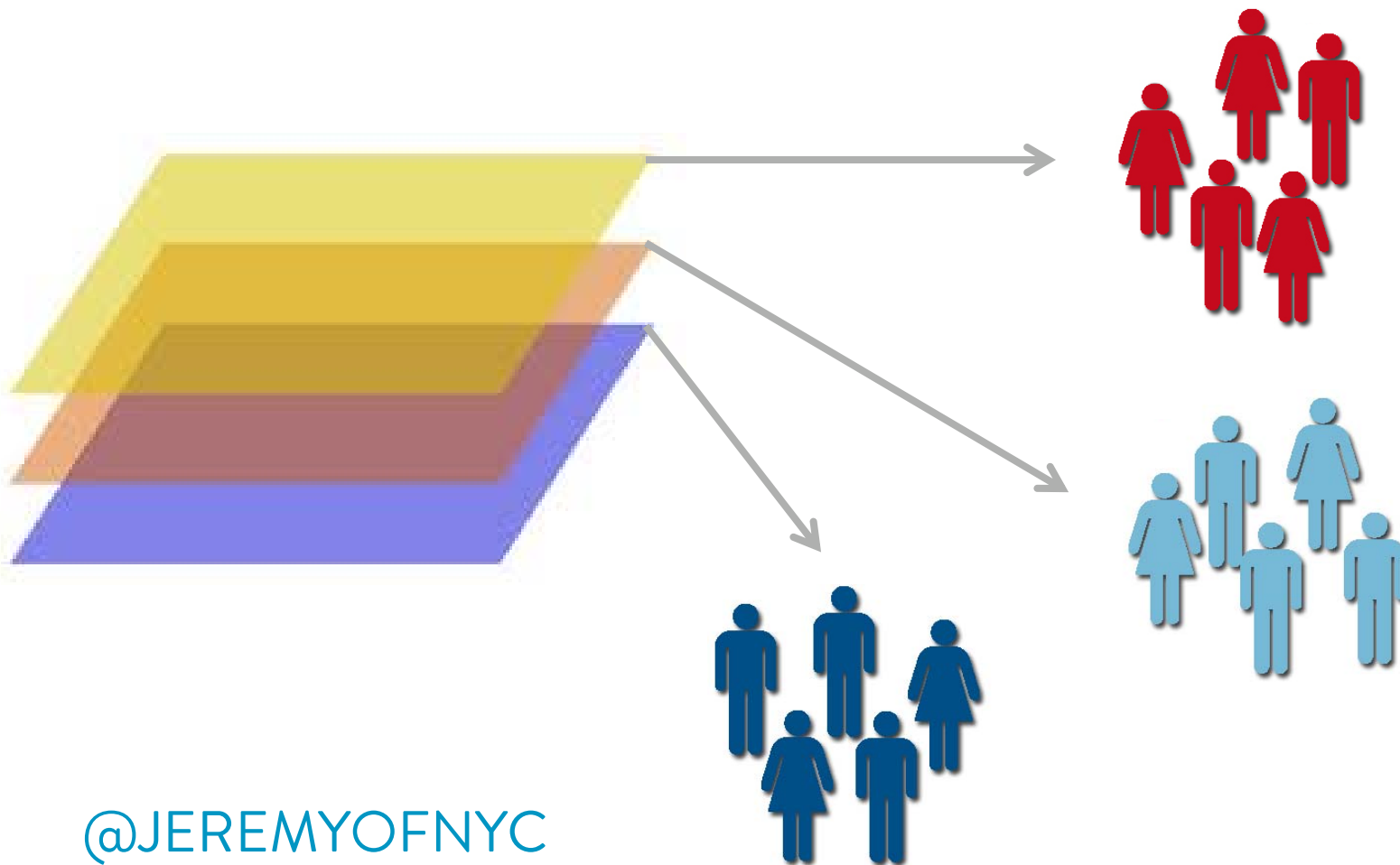


Audience segment C

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DEVELOP IN-DEPTH CONTENT

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- 
- 1) KNOW YOUR AUDIENCE
 - 2) TELL YOUR STORY

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DEVELOPING CONTENT TELLING YOUR STORY



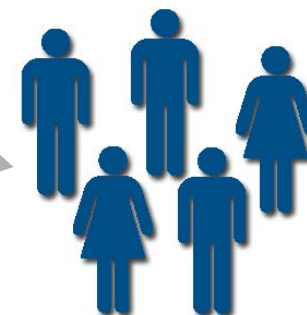
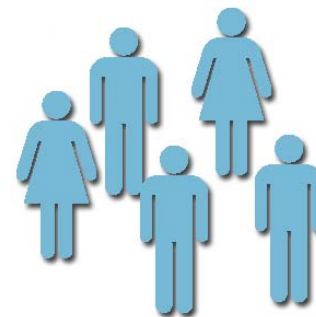
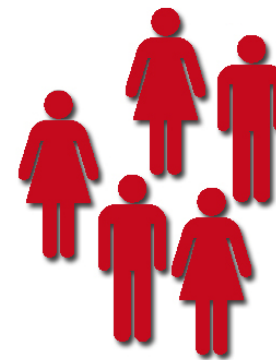
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DEVELOPING CONTENT TELLING YOUR STORY



Messaging Matrix



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TIMELY CONTENT

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NEWSJACKING

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DEVELOPING CONTENT REAL-TIME CONTENT

Google Snickers World Cup

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News for Snickers World Cup

McDonald's, Snickers, other brands take bite out of World ...
Chicago Tribune - 1 day ago
Major brands from McDonald's to Netflix turned a World Cup controversy into a marketing advantage this week, tweeting jokes about Uruguay's ...

Luis Suárez's World Cup Bite Inspires Hilarious Memes ...
Huffington Post Canada - 4 days ago
Companies hungry for a piece of Suarez
Toronto Sun - 4 days ago

More news for Snickers World Cup

Snickers®
<https://www.snickers.com/> Snickers
Snickers Provides Substantial Satisfaction. ... Original. Need we say more? >Check me out; Snickers loves you. The least you can do is "like" SNICKERS® ...
Snickers® Bar - Contact Us - Snickers® Bites - Snickers® Peanut Butter

Big Brands React to Luis Suarez's World Cup Biting Incident ...
www.adweek.com/.../big-brands-react-luis-suarez-s-world-cup-b... Adweek
5 days ago - Bud Light, Listerine, Snickers sink their teeth into social buzz By ... at the end of an exciting World Cup game today, Twitter exploded with often ...

Official FIFA World Cup Sponsors since 1982 - FIFA.com
www.fifa.com/.../fs-401... Fédération Internationale de Football Association
The Official FIFA World Cup™ Partners & Sponsors since 1982, 2014*, 2010*, 2006, 2002, 1998 ... Snickers (1990: Mars/m&m's) x x x. Toshiba x x. Vini d'Italia.

Twitter / SNICKERS: Hey @luis16suarez. Next time ...
<https://twitter.com/SNICKERS/status/481533752477495300>
5 days ago - Hey @luis16suarez. Next time you're hungry just grab a Snickers. #worldcup #luisuarez #EatASNICKERS pic.twitter.com/3RAO537HjW.

Luis Suarez bites again: Nando's, Snickers, McDonald's and ...
www.independent.co.uk/.../World-Cup-2014 The Independent
by Christopher Hooton - 4 days ago - Nando's, Peperami and Snickers were some of the other food brands to ... VIDEO: LUIS SUAREZ BITES GIORGIO CHIellini AT WORLD

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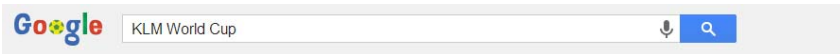
Hey @luis16suarez. Next time you're hungry just grab a Snickers. #worldcup #luisuarez #EatASNICKERS

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DEVELOPING CONTENT REAL-TIME CONTENT



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News for KLM World Cup



KLM Offends Mexico With Dumb World Cup Tweet

TIME - by Nolan Feeney - 23 minutes ago
Attention, #brands looking for some #socialmedia #engagement during the #worldcup, here's something to add to your #bestpractices: maybe ...

SEE IT: Royal Dutch Airlines KLM takes parting shot at Mexico
New York Daily News - 1 hour ago

More news for KLM World Cup

Dutch Airline KLM Troll Mexico After World Cup Comeback ...

bleacherreport.com/.../2113690-dutch-airline-klm-troll-...
Bleacher Report
1 hour ago - Mexico suffered a painful defeat in their World Cup last-16 tie with the Netherlands—conceding twice in the waning minutes to lose 2-1.

KLM pulls controversial World Cup tweet | Digiday

digiday.com/brands/klm-pulls-controversial-world-cup-tweet/
by Brian Morrissey - 1 hour ago - Dutch airline KLM might have been going for its Oreo moment during the World Cup and instead gotten its Justine Sacco. After The ...

KLM Under Fire For Offensive World Cup Tweet

www.huffingtonpost.com/.../klm-world-cup-tweet-...
The Huffington Post
46 mins ago - Dutch airline KLM made a big social media no-no when it tweeted an image celebrating the Netherlands' World Cup win. Minutes after the Dutch team beat ...

SEE IT: Royal Dutch Airlines KLM takes parting shot at ...

www.mydailynews.com/.../royal-dutch-airlines-kl-...
New York Daily News
1 hour ago - KLM, the Royal Dutch Airlines, took to Twitter Sunday afternoon to take a ... "Leave it to @KLM to be racist & mean about a World Cup game.

World Cup Flash promotion - KLM.com

www.klm.com/travel/ca_en/plan_and_book/.../flash_fares.htm
KLM
Find KLM tickets with attractive prices. Check out all KLM flight offers off the latest ticket deals for many destinations all around the world.



Adios Amigos! #NEDMEX

Reply Retweet Favorite More



RETWEETS 2,892 FAVORITES 764



1:56 PM - 29 Jun 2014

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- 
- 1) KNOW YOUR AUDIENCE
 - 2) TELL YOUR STORY
 - 3) CREATE A PROCESS

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DEVELOPING CONTENT REAL-TIME PROCESS



Listening

Activating

Creating

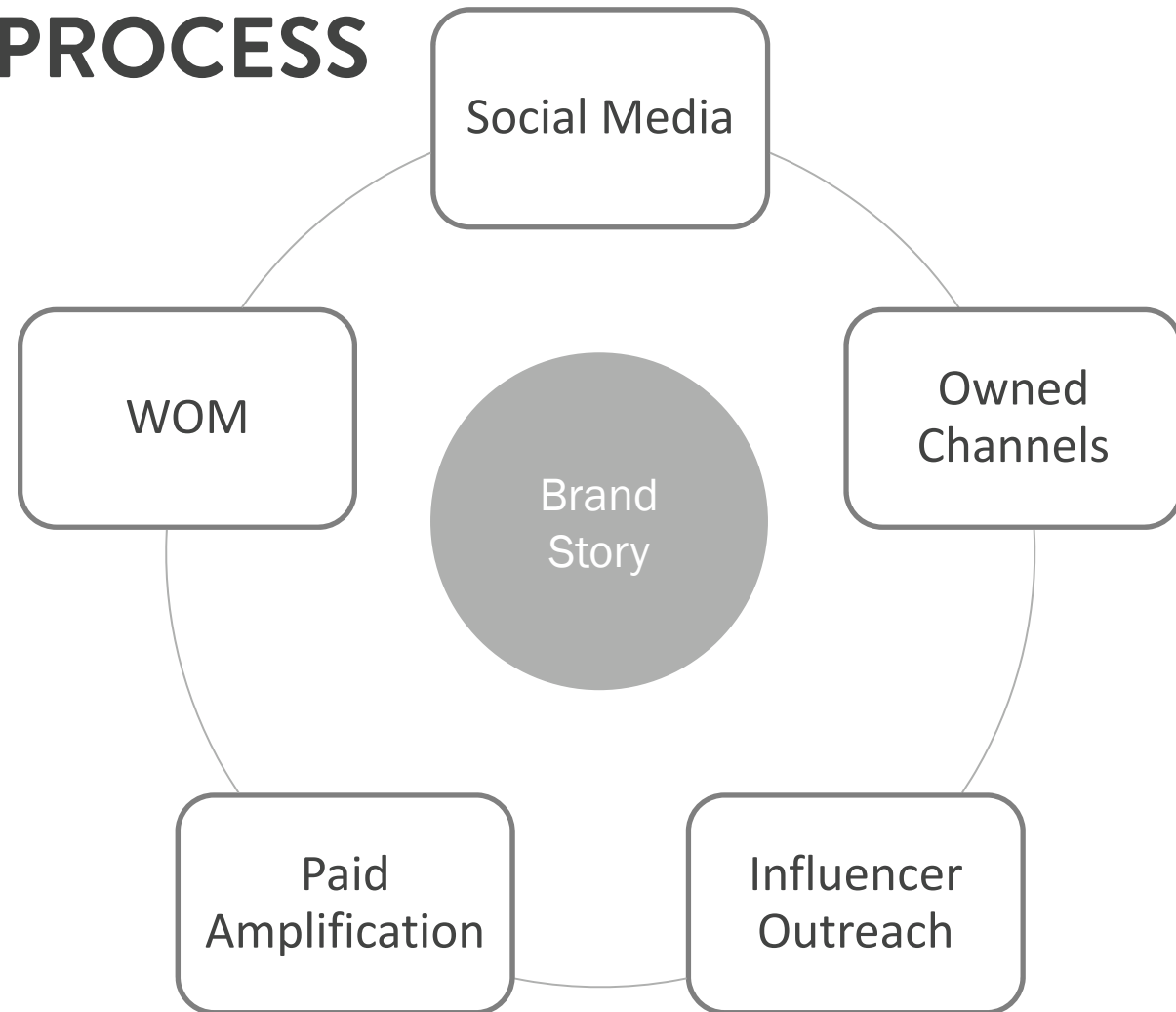
Reviewing

Publishing

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STRUCTURING CONTENT

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- 1) KNOW YOUR AUDIENCE
 - 2) TELL YOUR STORY
 - 3) CREATE A PROCESS
 - 4) STRUCTURE CONTENT

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DEVELOPING CONTENT CONTENT STRUCTURE



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DEVELOPING CONTENT CONTENT STRUCTURE

Create content, not press releases

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DEVELOPING CONTENT CONTENT STRUCTURE

Structure content appropriately:

+ Headlines

+ Titles

+ Meta data

+ Multimedia Content

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