



**CISION, LTD** is a public relations software company and services provider that has excelled on both national and international fronts by combining publicity efforts from their Chicago Illinois based staff. This gives the *Tower Beverage USA* brand and advantage in achieving international exposure and securing significant bookings and placements for products in the media worldwide on behalf of our DSD Distributor network. We back our street promotions with national and regional press, online PR, digital marketing, and social business networking. We are excited by the prospect of working with new DSD Distributors to push and gain exposure for the hottest new beverage brand since Snapple. We constantly seek coverage for the products we offer – both mainstream as well as the more unique and niche outlets – and continually develop our story about the sales and products we offer, making clear *Tower Beverage USA* is an innovative and fresh concept, here to stay. We continue to cultivate the *Tower Beverage USA* National DSD Distributor network by attracting consumers, maximizing exposure whilst continuing to grow, support and promote the products we offer.

Our focus is to parlay all current assets and experience into solid grass-roots campaigns on the national level that will allow the masses to discover *Tower Beverage USA* product lines within the 24 major media markets throughout the USA – and providing ways for consumers to share it with their friends. A dedicated digital media and marketing staff is currently developing all facets of the products we provide and will present it to the public in an organized, deliberate, and targeted campaign. *Tower Beverage USA* works with a team of international, national, and regional publicists (where applicable) to back our products we sell and promote. We are aggressive in the pursuit of online, print, radio network and TV press opportunities. Constant communication is an integral component to any wholesale distribution campaign; *Tower Beverage USA*, as a rule, conducts campaigns with the professionalism, befitting *Tower Beverage USA* products of high stature. All requests warrant immediate responses and or interviews (in-person, phone, e-mail) and are prioritized and relayed so that everyone involved stays completely organized and informative as possible.

*Tower Beverage USA* prides itself on thinking outside the box - we are careful never to limit our customers and consumers. *Tower Beverage USA* will always pitch any sensible collaboration that come across our desk and will strive to promote far beyond the realm of straight press. *Tower Beverage USA* takes the time to get to know our customers and consumers, thus discovering special interests, interesting anecdotes, and otherwise unrelated aspects of a product launch. *Tower Beverage USA* parlays this often-unrelated information into press opportunities, which hits an entire otherwise untapped market. *Tower Beverage USA*'s strength lies with its staff which emphasizes our Mission and brings the best 'face' to the widest possible audience for our brand in which we are promoting. The thorough and innovative campaigns and tenacious drive of our press releases will help our products achieve new levels of success. *Tower Beverage USA*'s goal with our brand is to always craft a unique, highly customized approach: One that compliments and supports the market share, positioning and strength of our DSD Distributor network. *Tower Beverage USA* then casts a wide net, reaching out to the broadest possible range of media – magazines, newspapers, syndicated radio, television and internet – to ensure that *Tower Beverage USA*'s products and services are viewed with favor within the major media markets.

Overall goals are as follows:

- Create visibility in national and regional press for *Tower Beverage USA* products
- Press releases at each stage of introduction and development, and inserted into timeline
- Arrange strategic interviews
- Identify appropriate spokespeople and/or media champions throughout the campaign
- Craft general features stories



## **STRATEGIC THINKING/MEDIA KNOWLEDGE/RESOURCES:**

At *Tower Beverage USA* the DSD Distributor network all have slightly different backgrounds and bring to their work different points-of-view. The qualities we all share are creativity and persistence. When we all team up on a project there is nobody that can do a better job. Over the years we have made many contacts in the media and have strong relationships in many different types of media that can be combined for successful marketing campaigns. To add to this, we utilize the media research resource CisionPoint, where we can research the most recent staffing and location changes and keep up to date with media of all types all over the world.

We have found that identifying target audiences is mainly a matter of listening to consumer talk. Business social media has also provided an excellent forum for *Tower Beverage USA* to discover who is looking for our 'products and services' and why they are seeking them out. When we know who our audience is and what would motivate them, *Tower Beverage USA* builds multimedia campaigns designed to play upon their desires and activate them.

*Tower Beverage USA* always seeks deep, meaningful interaction with press of all kinds (print, tv, online, radio network, etc) and at all levels (a, b and c-level media). We have already built up our brand from unknown status to east coast status. One of the main secrets of our success understanding 'the other side,' meaning *Tower Beverage USA* looks at the plight of the current journalist (minimal staffing, barrage of publicist inquiries, etc). *Tower Beverage USA* aims to make the journalist's job easier by creating *Tower Beverage USA* materials that can be used as stories and sending everything a journalist needs to run a story up front, so they don't need to chase for it. Coming up with story angles is another specialty of *Tower Beverage USA* – merely asking a journalist to cover a product and or promotion is not enough these days to be a success. *Tower Beverage USA* is a success due to our thorough preparation and consideration of the journalist's circumstances.

## **PRODUCT MANAGING/MARKETING:**

Everything *Tower Beverage USA* executes is intentionally crafted to boost *Tower Beverage USA's* relevance in the industry and cultural realm of the United States – and beyond. The goal is not only to continue to engage loyal customers, but to continuously gain new followers. Rapidly changing marketplace conditions require a nimble strike force able to engage in unconventional warfare and *Tower Beverage USA* loves that challenge!

## **MATERIAL PREPARATION / ASSESSMENT:**

- Assessment and gathering of all assets
- Creation of campaigns and timelines
- Assessment of current products/services
- Writing press release's to announce distribution and manufacturing partnerships.
- Assessment of photos
- Organization of photo shoots if needed

## **COLLABORATIVE CAMPAIGN PLANNING:**

At the DSD Distributors discretion *Tower Beverage USA* sends questionnaires to be completed by the DSD Distributor's sales force, to get to know everyone more personally. This provides the opportunity to add things/interests that will enhance our efforts, geared around our products consumer base.



## **MEDIA TRAINING:**

A session (or multiple sessions) can be conducted with the DSD Distributors sales force in-person to educate on how to handle the media and how to best express the *Tower Beverage USA*'s message direct to consumers. This includes messaging, delivery, handling of tough questions/sensitive subjects, damage control, etc.

## **THROUGHOUT THE CAMPAIGN:**

*Tower Beverage USA* works with our DSD Distributor Network to establish timelines. Throughout any given campaign you can expect:

- Proper announcements / press releases will be written to surround any news and developments (i.e. appearances, expansions, collaborations, celeb endorsements, charitable involvement, etc.)
- Writing of media alerts to highlight events and accomplishments
- Across the board and continued media outreach to a variety of long and short lead print, television, radio, online outlets, both nationally and regionally (*Tower Beverage USA* is PRO-Active)
- National and Regional (where applicable) print/online reviews and features will be secured
- All media requests will be assessed and arranged accordingly
- Assembly of press kit

## **TRADITIONAL MEDIA:**

PRESS CAMPAIGN OUTLETS *PITCHED FOR FEATURES, REVIEWS AND APPEARANCES WILL INCLUDE, BUT NOT BE LIMITED TO...*

## **NATIONAL ENTERTAINMENT TELEVISION SHOWS:**

Celebrity endorsers with the right fit, to be a featured guest. *Tower Beverage USA* will research and pitch any cross promotional opportunities – *Tower Beverage USA* products for the audience etc.

- Conan
- Ellen
- FOX and Friends
- America Live
- Watch What Happens Live! With Andy Cohen
- ....and more!

## **GENERAL NEWS / ENTERTAINMENT & LOCAL PRESS:**

- ABC
- NBC
- FOX
- New York 1
- Huffington Post
- Village Voice
- Wall Street Journal
- New York Times
- New York Daily News

- New York Post
- Times Square Magazine
- Manhattan Desserts Restaurant Examiner
- Eater NY
- New York Magazine (Grub Street)
- Daily Candy
- Metro
- Gotham
- Thrillist
- ....and more!

### **FOOD / DESSERT PUBLICATIONS:**

- Inside F&B
- Joonbug
- Food Network
- Better Homes & Gardens
- Bon Appétit
- Family Circle
- Food & Wine
- Rachel Ray's Everyday Living
- Cooks Illustrated
- Cooks Country
- Nickelodeon Parents Connect
- Martha Stewart Newsletter
- The Daily Meal
- ....and more!

### **FOOD / DESSERT BLOGS:**

- Barefoot Foodie
- Chow.com
- Cute Food For Kids
- Families.com
- Food Gal
- Food Mafia
- Food Mamma
- NYC Foodie
- Always Order Dessert
- Cool Mom Picks
- Sweet Fix NYC
- Think Tasty
- Pursuitist
- ....and more!



## **BUSINESS PUBLICATIONS:**

- Entrepreneur Magazine
- Fast Company
- INC.
- Wall Street Journal
- Crain's
- Fortune
- Bloomberg News
- ....and more!

## **MORNING / MIDDAY TELEVISION (with potential snack food segments):**

- Good Day NY (Fox)
- Good Morning America
- PIX 11 Morning News
- Kathie Lee & Hoda
- The Today Show
- CBS This Morning
- New York Live (NBC)
- LX TV (in-cab television)
- Everyday Food (Martha Stewart)
- Rachel Ray
- ...and more!

## **LIFESTYLE PUBLICATIONS:**

- BlackBook
- First
- Marie Claire
- More Magazine
- Travel & Leisure
- ...and more!



## **TOP REGIONAL NEWSPAPERS/OUTLETS:**

- Arizona Republic (PHX)
- Boston Globe (BOS)
- Boston Herald (BOS)
- Chicago Sun Times (CHI)
- Chicago Tribune (CHI)
- Cleveland Free Times (CLE)
- Cleveland Plain Dealer (CLE)
- Cleveland Scene (CLE)
- Creative Loafing (Southeast USA)
- Daily News (NY)
- Dallas Morning News (DFW)
- Denver Post (DEN)
- Des Moines Register (DES)
- Florida Times-Union (JAX)
- Great Falls Tribune (MT)
- Harder Beat (TX)
- Houston Chronicle (HOU)
- Los Angeles Times (LA)
- LA Weekly (LA)
- Miami Herald (MIA)
- New York Post (NY)
- New York Times (NY)
- Orlando Sentinel (ORL)
- Philadelphia Inquirer (PHI)
- Phoenix New Times (PHX)
- Pittsburgh Post Gazette (PIT)
- San Diego Union Tribune (SAD)
- Soundings (Military)
- St Louis Post-Dispatch (STL)
- The Aquarian (NY/NJ)
- Village Idiot (NCAR)
- Washington Post (DC)
- Worcester Telegram & Gazette (MA)

## **ADDITIONAL / NICHE PRESS OPPORTUNITIES:**

There are often opportunities for exposure outside the box. If, for example, if we cater a star-studded event and a celebrity comes near a *Tower Beverage USA product*, we can parlay photos and/or footage for exclusive placement into magazines, etc. *Tower Beverage USA* has built relationships with wire agencies, crews and photographers of all kinds. Placements could include outlets like People Magazine, Entertainment Tonight, US Weekly, Access Hollywood, OK!, E! News, Extra, Life & Style, Gawker, Page Six, etc. In the same vein, should we cater a fashion party, for example, or if we were to partner you with a socialite type, we could pitch outlets like Women's Wear Daily, Vogue, Style.com, etc.



## **ONLINE EDITORIALS:**

*Tower Beverage USA* has the most comprehensive list of online press outlets available. In addition to our own lists, we have access to highly trafficked online press release distribution sites. *Tower Beverage USA* will introduce *Tower Beverage USA's products* to many different outlets, everything from beverage and gourmet beverage outlets, to websites covering the latest and greatest happenings in the world of new age drinks.

## **CONTESTING OPPORTUNITIES:**

We do our best to procure contest prizes for our DSD Distributor's sales force

## **SOCIAL MEDIA & BRAND DEVELOPMENT:**

### **I) BRAND DEVELOPMENT**

With the growth of the internet and the current landscape of the digital world, people (consumers) are more in-tune to visuals and imagery than ever before. Prior to visiting our online presence, people are introduced to our visual representation (logo), color scheme and story online. Our strategies will align the overall vision of the brand and maintain a cohesive tone throughout all platforms and avenues of the web.

#### **a) Tools**

- Photoshop – We will utilize Adobe Photoshop CS5.1 to illuminate the brand across the social networks in the form of banners and interactive images. We also re-skin all social networks with up-to-date visuals and images.
- HTML Programming - We are experienced in HTML coding. A focal point of most campaigns is designing and coding customizable Facebook tabs that showcase visual elements, while allowing users to interact with the page. Incentivized opportunities encourage people to “like” the page in exchange for an exclusive discount or offer.
- Movie editing – Webisodes (video updates) are an important part of showcasing *Tower Beverage USA's products* personality and stories.

## **SOCIAL NETWORK ENHANCEMENT & MAINTENANCE:**

In order to be successful with social media, we focus on the key sites and build our audience within them. We always strive to create a cohesive direction across all social media platforms, and manage the pages on an everyday basis. From posting status updates, to running interactive contests, we always ensure consumer activity and involvement.

Facebook

Linkedin:

Twitter:

Youtube:



The main objective is to provide a creative and satisfying digital marketing and full court US Press campaign that truly reflects *Tower Beverage USA*'s promotional tours. We want the approach to remain organic and not contrived but still create a buzz that draws in fans and connects with our consumer base.

*Tower Beverage USA* believes in communication, strategy, and partnership throughout the campaign. We are a PROACTIVE beverage company, NOT a reactive one. We are as passionate about the good works we are doing, helping our fallen heroes and their families.

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