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w angażowaniu społeczności

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**Heart
of the
brand**

Do piątku 29 stycznia możecie się zgłaszać do Young Creatives Cannes - KTR.

20 stycznia 2016



Nowy Chairman Publicis Communications w Polsce

20 stycznia 2016

Rok 2015 pod lupą branży PR - prognozy na 2016 / Sebastian Hejnowski dla Wirtualnych Mediów

19 stycznia 2016

Masz pomysły, albo znasz kogoś, kto ma startup który może zrewolucjonizować branżę reklamową? Ruszyły zapisy do projektu Publicis90, programu akceleryacyjnego, w którym

18 stycznia 2016



Nowy Marketing podsumowuje rok 2015: PR / Wypowiedź Sebastiana

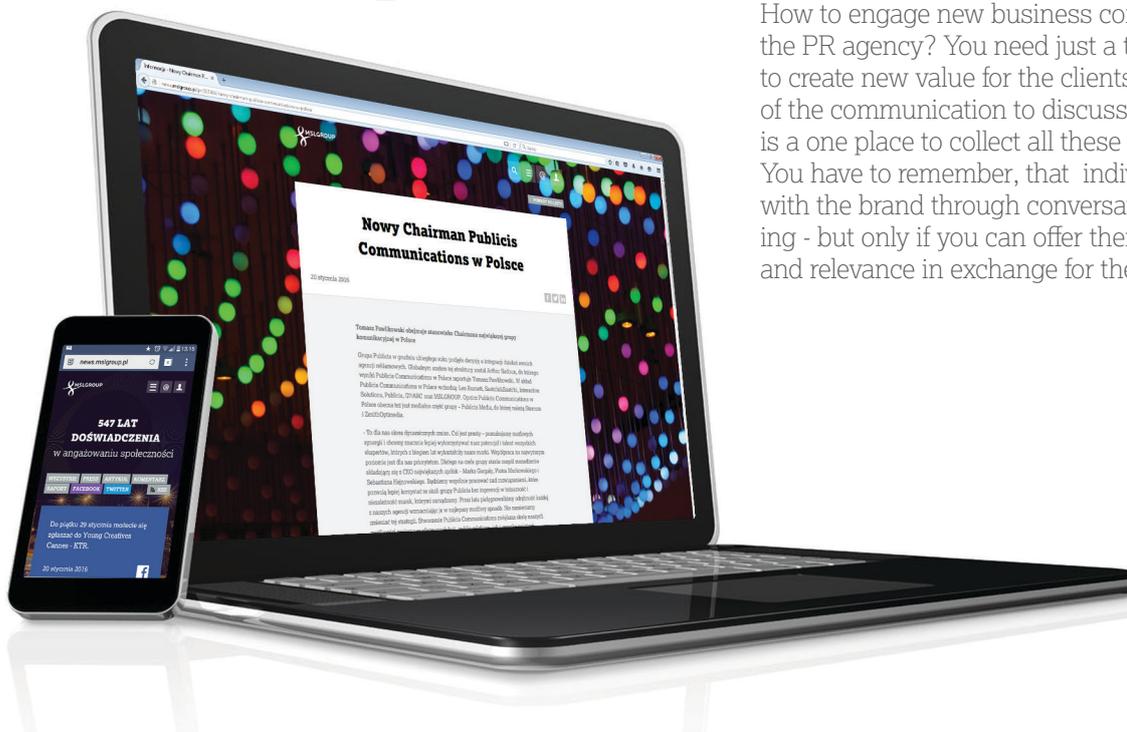
CATEGORY 107 DIGITAL NEWSROOM



The Digital Newsroom turns a brand one-way monologue to a dynamic form of communication and helps build the company or brand's coherent image. The tool encourages the engagement of communities around current affairs. The portal may also be a key element in a company's employer branding strategy by positioning employees as the company's industry experts.

THE BACKGROUND

How to engage new business communities from around the PR agency? You need just a two things. At first you have to create new value for the clients, show them new rules of the communication to discuss and share. Second thing is a one place to collect all these materials in a logic way. You have to remember, that individuals are happy to engage with the brand through conversations and information sharing - but only if you can offer them substantial value and relevance in exchange for their time and attention.



THE CHALLENGE

The challenge is based around the continuous building and promotion of MSLGROUP's coherent image via the MSLGROUP digital newsroom and engaging new business communities from around the agency.

That's why MSLGROUP has created digital newsroom, a tool that changes the classic press office into an information centre devoted to the current scope of affairs of the company or brand. It is an aggregator of all published company content. The portal includes not only press releases but also expert articles, interviews, commentaries and reports. Moreover, the service provides a stream of publications from other company's portals and social media posts, ensuring therefore that the full image of the company's everyday activities is visible and transparent.

Thanks to this solution, it is possible to go from a one-way to a dynamic, active communication in presenting the company or brand's coherent image. As the portal is dedicated to not only journalists, but also opinion leaders, bloggers, influencers or potential employees, it encourages the engagement of communities and discussion around current affairs with them. It additionally provides an opportunity to involve employees in the company's life – their articles and expert commentaries can be promoted directly on the portal.

SUMMARY

This year, MSLGROUP launched the information platform - news.mslgroup.pl. The portal allows to gather all currently published company's materials in one place – press releases, articles, expert commentaries, reports, etc. Moreover, the portal may include tabs, e.g. the company's experts. Thanks to such a solution, a consumer who is interested in the company's current activities, can quickly check the company's actions, the fields of its campaigns or the issues the firm focuses on.

Integration of all company's channels allows to build a firm's coherent image. In contrast to a traditional press office, this portal allows the publishing of materials under different categories; thus as the company's business develops, new information fields may be added to the site in a logical and transparent manner. This way of collecting information becomes also a form of archive, which is supported by browsers. It allows the user to quickly find pieces of information which may have been searching for across the web.

The newsroom can initiate discussions with communities gathered around the company and inspire them to voice their opinions on the topics they find important.

The portal may also be a key element in a company's employer branding strategy. Inviting the best performing employees to publish their own articles, comments and positioning them as company's experts is a distinction as well as an incentive, which engages employees in the company's life.

THE RESULT

In November 2015, MSLGROUP launched its own information portal news.mslgroup.pl. The change of the previous press office to the new solution led, within the first three months of its functioning, to an increased number of published information from (on average) 4 to 17 per month, while the engagement rate increased by over 30%.

As the MSLGROUP digital newsroom is a portal which may be adapted to client's individual needs (both in terms of its contents as well as graphic design), the agency has managed to attract the attention of their clients and first implementation steps were launched at the beginning of this year.