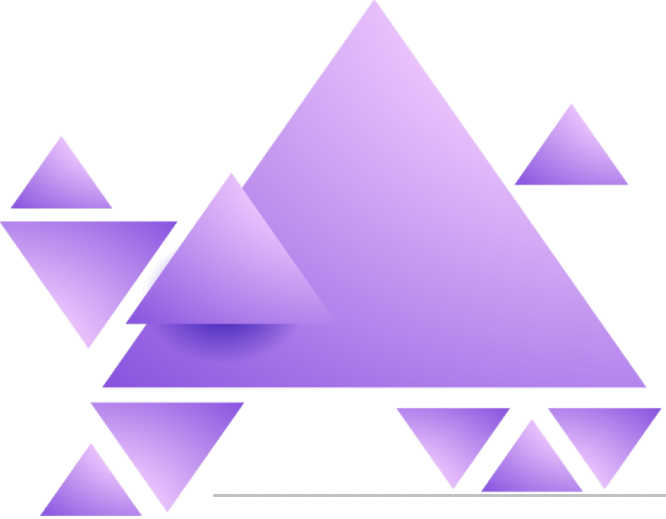
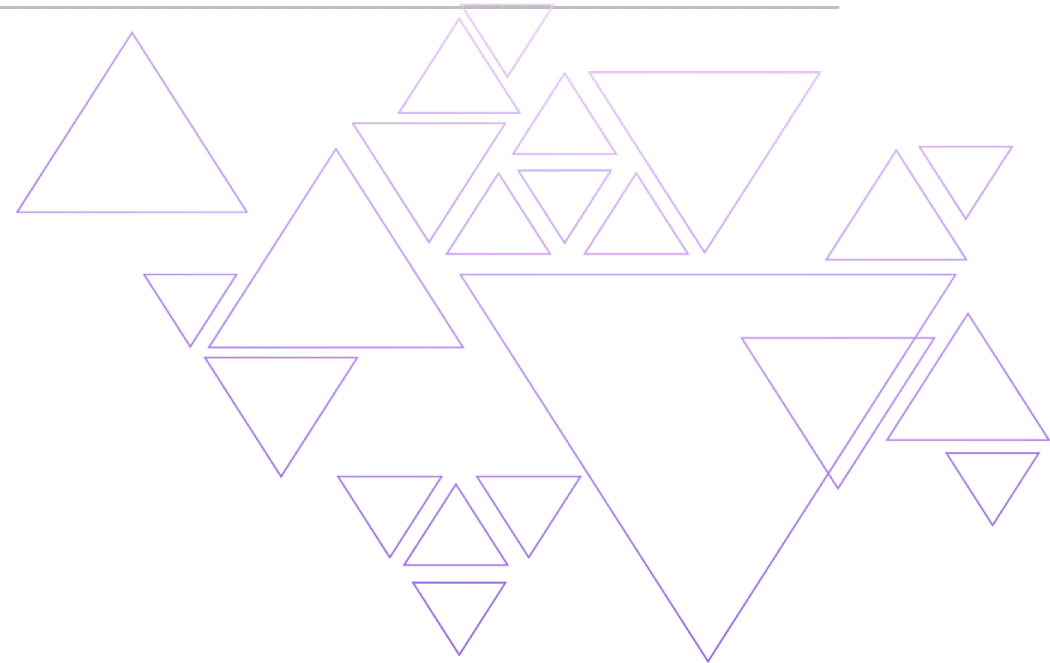




IN-MARKET ASSISTANCE FOR SALES & PR



2020

/ Company Overview

We specialize in promotion of international travel & hospitality products and destinations in Russia and the former Soviet Republics, especially Ukraine, Kazakhstan, Azerbaijan, Uzbekistan, Georgia and the Baltic Countries.

We provide company representation services that include marketing mix of Sales & Media Relations, such as:

- ✓ Sales support & trade marketing
- ✓ Trade & media events
- ✓ Digital & social media
- ✓ Bloggers & influencers
- ✓ Market intelligence and public relations

➤ INTERNATIONAL



Centara Hotels & Resorts

➤ EUROPE



Alitalia — Italy
CAR2GO
VISIT DENMARK
VISIT NORWAY

➤ AFRICA



SunRise Resorts, Egypt

➤ ASIA



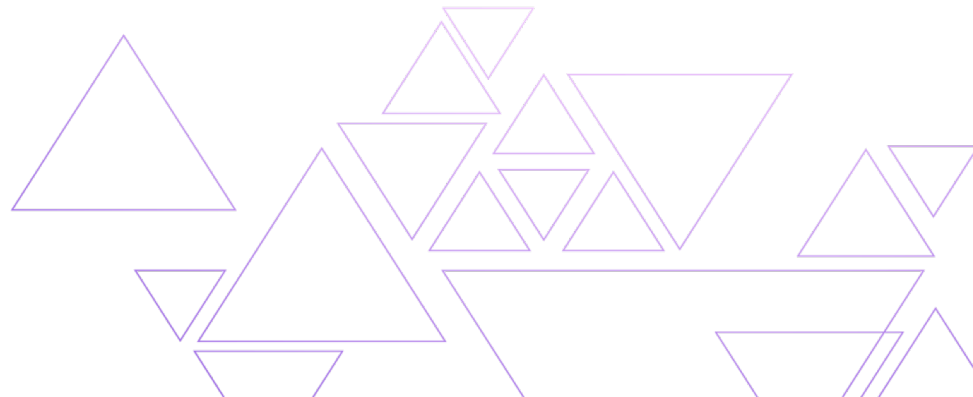
Coral Strand Smart Choice, Seychelles
Kandaya Resort, Sibuyan, Philippines
Karma Kandara & Karma Jimbaran, Bali
Orient Voyage Tourism, Dubai, UAE
Al Bustan Center & Residence, Dubai, UAE
ABU DHABI TOURISM & CULTURE AUTHORITY
VISIT MALDIVES

➤ AUSTRALIA



DISCOVER NEW ZEALAND

Part I/
STRATEDGY & TACTICS



pr
Benefit

/ Objectives

- Launch the brand in Russia through wide-spread data base of travel trade and high-impact media coverage within targeted local, regional and national outlets across Russia
- Introduce the brand, its unique attributes and executives to key editors, tastemakers and influencers
- Achieve a dramatic increase in media coverage for the resort as a whole
- Achieve all sales targets placed
- Drive preference and increase word of mouth for the brand

/ PR Focus

➤ BRAND IMAGE

Positioning, differentiation, perception, reputation and protection.

To get your brand noticed and gain a larger share of RUSSIAN market, we specifically tailor a travel PR campaign that matches your commercial objectives. Our effective campaign implementation will inform and persuade a variety of media and stakeholders through educating them on who you are, what you do, and most importantly, how you are different.



➤ MEDIA RELATIONS

Press briefings, one-to-one liaison, industry events, conventions.

➤ MEDIA COMMUNICATIONS

Feature articles, editorial placements, affinity and sponsorship promotions, travel trade profiling, fact sheets, press releases, bulletins, late deals, special offers, interviews and press conferences.

➤ PRESS TRIPS

Organize and facilitate individual and group press trips.

➤ EVENTS

Full PR support at selected trade shows and bespoke client events.

➤ SOCIAL MEDIA

Fully integrated campaigns featuring social media tools and monitoring.

➤ CELEBRITIES & SOCIAL INFLUENCERS

Organize and manage visits, special projects and provide ongoing crisis support on a project basis.

➤ CLIENT MEDIA SUPPORT

TV and radio interviews, speechwriting, industry events.

➤ CRISIS MANAGEMENT

Experienced and trained team on call to advise and support management

/ PR Actions

➤ **ACTIVE MEDIA COOPERATION (PRINT & INTERNET)**

All press releases and stories are adapted to the Russian market by a professional lifestyle journalist. The writing style is appealing to the A list media.

➤ **ON-LINE MEDIA COOPERATION (Incl. Social Media, bloggers)**

Internet is the primary travel information source for all segments of tourists, including the luxury one. It is highly important to create and to manage Russian Facebook and Instagram pages.

➤ **GROUP & INDIVIDUAL MEDIA VISITS**

Media visits are the most efficient way to get bigger coverage and to build strong relations with Russian media for further cooperation and coverage.

➤ **CELEBRITY/SOCIAL INFLUENCERS PROJECT**

Some quality social media – friendly celebrities, especially sportsmen, TV presenters and film stars, are effective for brand endorsement. Such projects can be done in cooperation with print and on-line media covering their stay. In addition, celebrity's Instagram their stay on daily basis to vast audiences of Russians & CIS countries.

➤ **SPECIAL PROMOTIONS WITH DIFFERENT PARTNERS**

Joint participation with different relevant lifestyle brands in appropriate events with a high concentration of target audience can be productive for brand reputation building with further bookings. For joint promotions we have contacts with airlines, yacht clubs, beauty, shopping centers, car, clothes, jewelry and watches brands.

➤ **SPECIAL ON-LINE PROJECTS**

Internet is the primary travel information source for all segments of tourists. We cooperate with reliable partners to implement, Instagram, Facebook and other on-line projects.

/ Travel Trade Focus

To achieve sales volumes and to build strong relationships with travel trade we segment travel companies into the following clusters.

➤ TOUR OPERATORS

Many tour operators book PRODUCT directly by contracts with resorts or through DMCs. However, it is necessary to check and to control the delivery of all information to such companies.

➤ TRAVEL AGENTS

The chains of travel agencies and independent travel agents book through tour operators. In this case, it is necessary to communicate with them directly as they deal with clients

➤ CORPORATE & CONCIERGE COMPANIES

Corporate and concierge companies have in their internal system contact of the representative to call 24/7. Usually, they have demanding VIP clients and should have somebody to assist

/ Sales Activity

➤ **MARKET OVERVIEW**

Market overview is done on monthly basis in order to be in line with travel and booking trends.

➤ **COMPETITOR SURVEY**

Competitor survey is carried out on monthly basis. It presents all the activities of competitors.

➤ **SALES CALLS**

Weekly individuals sales calls (TO, TA, corporate and concierge companies), information distribution and follow-up, contact reports. We suggest making sales calls monthly to all travel companies, webinars, seminars, educational sales trainings and joint promotion.

➤ **WEBINARS**

Usually, TOs organize educational webinars. They requests vouchers for lucky draw to attract more participants. Some webinars on independent travel portals can be for an extra charge (to pay the portal)

➤ **SEMINARS, BUSINESS BREAKFAST**

Educational seminars in the offices of TO, TA are FOC. Seminars outside Moscow or business breakfasts are for an extra charge.

➤ **WORKSHOPS, ROADSHOWS**

We recommend to do own road-shows or joint workshops with TO to Russian cities – St Petersburg, Ekaterinburg, Samara, Kazan, Rostov-on-Don, Krasnodar, Novosibirsk, Krasnoyarsk, Vladivostok, Khabarovsk and CIS countries such as Azerbaijan and Kazakhstan.

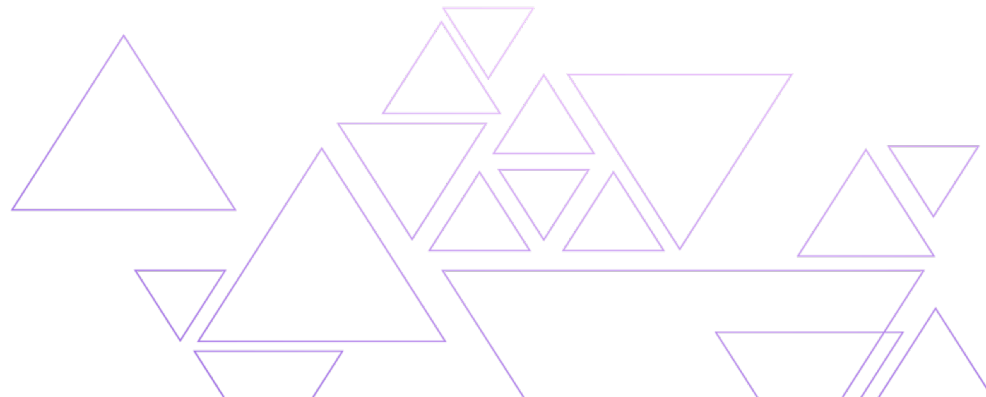
➤ **JOINT PROMOTIONS**

Participation in TO brochures, marketing and advertising sales activities will be proposed by the partners

➤ **FAM TRIP**

It gives more awareness and product knowledge especially for travel agencies working indirectly with the hotel through Tour Operator

Part II/
SCOPE OF WORK



/ Mass Media Focus

➤ **MONTHLY ACTIVITIES**

Develop and execute comprehensive PR plan for the resort

Ongoing press office including regular media databases updates and management; press releases, stories; sourcing media with relevant information; processing media requests and regular media meetings to obtain coverage in A list lifestyle, trade, business and Internet media

Press releases creation, distribution and follow-up, media monitoring, monthly summary PR activity report. No less than 1 press release monthly

Active cooperation with A list print, on-line and social media

Group and individual media visits organization and management

Media functions, such as dinners, face-to-face meetings, interviews etc. organization and management

Search for appropriate celebrities – related opportunities

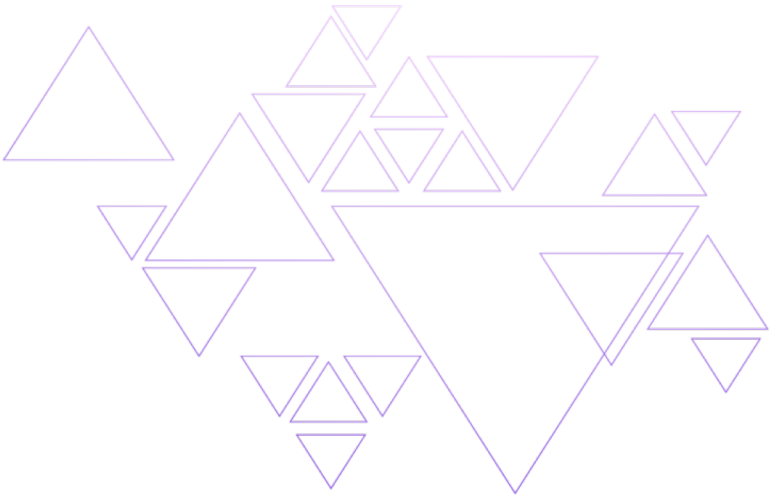
Seek suitable partnerships, collaboration and competition opportunities

PR support at Russian-based trade shows

Seek innovative PR appropriate joint promotions, partnerships & collaboration opportunities

Reporting and up-date

Crisis management support



/ Digital Focus

➤ MONTHLY ACTIVITIES

Develop and execute comprehensive digital plan for the resort

Ongoing press office including regular cooperation with bloggers and influencers, regular meetings to expand the data-base. Looking for barter opportunities of projects with relevant influencers/bloggers/ celebrities.

Monitoring of relevant activities

Creation and maintenance of Social Media pages.

Group and individual influencers visits organization and management

Blogger functions, such as dinners, face-to-face meetings, interviews etc. organization and management

Search for appropriate celebrities – related opportunities

Seek suitable partnerships, collaboration and competition opportunities

Seek innovative Digital appropriate joint promotions, partnerships & collaboration opportunities

Reporting and up-date

/ Travel Trade Focus

➤ **MONTHLY ACTIVITIES**

Ongoing sales office including regular travel trade databases updates and management; sourcing travel trade with relevant information; processing travel trade requests, market trends & competitors survey, monthly reports

Oversee the Russian and CIS markets and territories involve

B2B monthly e-letter / press releases with updates to B to B representatives of the industry and Travel Media

Daily communication with Tour operators and agencies data base, regular sales calls and meetings including online sales resources

Constantly follow up the mails, to make sure all the inquiries are being attended, to answer the calls during the office hours, to communicate with the overseas operators, if necessary, get in touch with the customers directly

Attendance and representation on relevant in-market exhibitions, fairs, workshops and other sales related venues

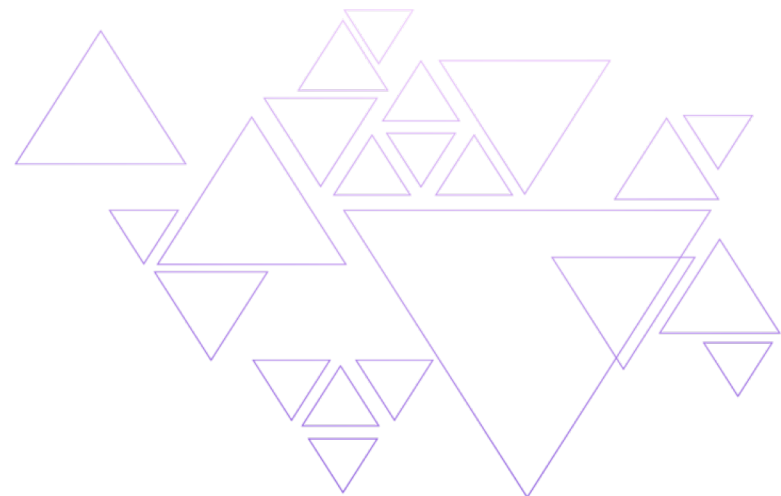
Sales functions organization and management – webinars, workshops, business breakfasts / dinners, educational trainings

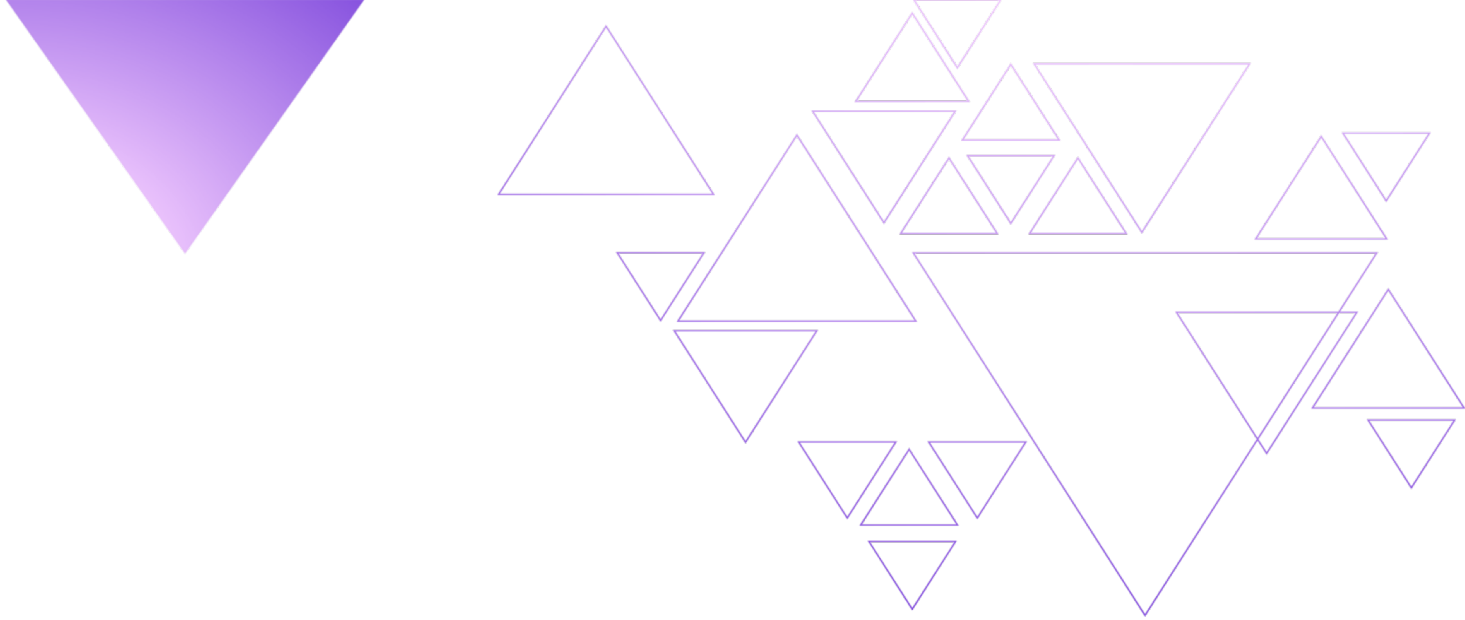
Coordination of familiarization trips

Coordination of / assistance in roadshows

Search for appropriate joint promotions, partnerships & collaboration opportunities

Reporting and up-date





/ Contact information

COLOGNE, GERMANY

TEL: +49 176 608 94 828

MOSCOW, RUSSIA

TEL: +7 495 201 28 81

DUBAI, UAE

TEL: +971 50 381 1451

MAIL@PRBENEFIT.COM

WWW.PRBENEFIT.COM

**pr
Benefit**