



Tips & Tricks

Basic rules for an effective press release

A press release is basically a source of information for journalists who, upon reading it, need to understand in just a few seconds:

- 1) What you are talking about
- 2) Whether the subject is interesting enough to be published.

It is therefore necessary to be clear and concise.

How to write one:

Your text should answer the 5 famous questions that any journalist would ask you if they had you in front of them.

Who? The company/author of what you are talking about

What? The object/project you wish to present

How? It was created using new or unusual technologies or materials. It has an innovative design...

When? The date it will arrive on the market or will be presented at a trade fair...

Where? Place of presentation/manufacture/distribution... (full address)

Now you can also add the **Why**, that is, you can tell the story of how the idea arose, how you achieved the result, who supported you in the project/work, what brief you were responding to...

But try to be concise in this phase too because...

... **A captivating title** sparks the journalist's interest.

... **An explanatory subtitle** helps him/her to understand if it's worthwhile to keep reading.

... **A text that is no longer than 1800/2000** keystrokes (1 page of text or just a little more) will convince him/her that you know how to condense information.

Avoid extraordinary phrases like "for the first time in the world", self-praising exclamation marks and overly enthusiastic adjectives: you could be mistaken for naive copywriters.

Instead, use simple language, even when talking about complex things. This will increase your authority with the press.

Don't forget to add

- a company profile (if you are a company) or a biography (if you are a Designer/Architect). Brevity is also helpful here;
- a brief caption/summary of the press release;
- the web address of your site/blog where the journalist can find out a bit more about you.

Finally, always remember to include the telephone number and email address of the person the journalist should contact for more in-depth information.

You can **use our base template** if you wish, which you can download on the HOW IT WORKS page..



When is the best time to send a press release?

If you have just finished a particularly innovative project, if your new product has an interesting design, if you have used an unusual technology (or material) in your work, if you have won a competition... basically if you think your work has something new to say to the press... then it's time to tell the press about it.

Just remember a few rules: if you are interested in being published in a monthly magazine you should send your release and images at least 50/55 days before the month it refers to.

You have 15 days for weekly magazines.

For daily papers, 3/4 days beforehand.

For the web... anything you send could potentially have an immediate effect!

What images should you include?

Images are fundamental in this sector and the standards of quality required by magazines are generally fairly high. So it's better to send just a few quality images, created by a professional or at least using professional tools. Rendered images are never very popular.

Images on a neutral background (white) are preferable for products. Settings are rarely used.

Show 2 or 3 views perhaps and 2 or 3 colour variations.

For architecture, it's better to ask a specialized photographer as special lenses are needed.

Attaching a photographic portrait of the author (architect/designer) can also be useful.

Do you also want to communicate with world-wide press?

... in that case you will have to send a translated version of your release, at least in English and also in the language of the country you are most interested in targeting. If your product is to be distributed in Russia for example, it's worth investing in a Russian translation. You will find everything you need among the services proposed by Design Press.

What is a Press Review?

It's the collection of publications obtained as a result of your press release. It's valuable because, for example, the greater the diffusion of the magazine in which your product/project has been published, the greater your visibility among that publication's audience. Articles in specialist magazines are just as important because, despite having a smaller audience, they represent an authoritative voice in their field.

It is important for architects/designers to show their press clippings to potential clients as it increases their authority.

Many companies also periodically send their press reviews to retailers because it shows that the press and the audience are interested in their product.