

Entrust us your public relations, you will be spotlighted !

BRANCHES OF INDUSTRY

- Luxe - Life Style
- Houses - Decoration
- Motor and two-wheeler industry
- Food - Wine - Gastronomy
- Tourism - Hotel Trade
- Fashion - Accessoires - Jewels
- Beauty - Wellness - Health
- Corporate - Institution
- Services - Consulting

SKILLS OF THE AGENCY

Consultancy

- Consultancy and strategy
- Mediatraining, Coaching PR
- Anticipation and Crisis management
- Media, Experts partnership

Media Relations

- Press Relations
- Push TV & Radio
- Push Web, Social Media
- Corporate communication
- Product communication
- B to B and B to C communication
- CRM Media (since 1998)
- Regional Road Show media
- Open Days, Speed Shopping
- Focus Group bloggers

Publics Relations

- Events organization
- Launching concept store and products
- Press travel & Conference
- Opening, Award ceremony
- Muse or experts hunting
- Charitable partnership
- Products placements
- Contests

Publishing & Creation

- Audit et Benchmark Web
- Web Sites creation, Blogs
- Marketing studies
- Brand Content
- Visual identity
- Creation, graphic design
- Photo and Video Shooting
- Drawing
- Newsletter, Consumer magazines
- Advertising press and posters

Agence Boracay

www.boracay-presse.com
 20, rue Ribera 75016 Paris
 Tél. + 33 (0)1 45 72 44 00
 ks@boracay-presse.com

Managers speeches

By **Karine SARRE** and **Jean-Christophe DANCHAUD**,
 Boracay Agency Partners

«The success of a compagny happens thanks to the development of its reputation. Whether it relies on a communication campaign in order to make it known or to inform the public on its development, on its brands, PR are a powerful communication and profitable leverage for lack of or in addition of advertizing budgets.

Daily connected to hundred written media, radio, TV and websites for 20 years, our PR agency builds its reputation on its references, through their corporate and product communication.

Non focused on a specific sector of activity, Boracay's success relies on its knowledge and responsiveness to reach mediagenic opportunities, sectoral and crosscutting on every national and regional media through a daily updated file of more than 60.000 journalists, stylists, bloggers and production companies.

Our assests rely on 10 experimented consultants, acquainted to journalists (their column, timing, deadlines, deontology...), who are up with SMB's issues, who understand their trade strategy, pointing out their leaders and giving a better exposure towards its competitor.

If few companies are still reluctant towards media (afraid of lack of interest because of lack of information, or, on the contrary, afraid of bad press...) the agency helps them to build their argumentary through strategic guideline to stand out on their specific area.

Our sector, constantly evolving thanks to plethora

media, leads us to propose made-to-measure services to our clients, with a media coverage more again well adapted to their strategy : Press & Public Relations, Push TV & Radio, Digital and Road Show media... Boracay develops its know-how worldwide trough network of partners, expertised on its different domains ».

«The influence of a press article or a TV coverage is more enhancive and more powerful than an ad one.»

Approved process Press relations require rigour and technique

Boracay develops process ensuring global knowledge of your media coverage thanks to substantiated results. Classical process associated to pro-active intervention :

- Writing, creating and sending novel and striking press releases
- Coordinating profitable, relevant and creative mediatized operations
- Daily follow-up of journalists' require : follow-up calls, one-to-one meeting, speed shopping, pictures and products sending, virtual showroom...
- Putting clients on a performance online (web and social media)
- Detailed and regular reportings
- Enhancement and compiled of press, TV and radio, digital impacts online, press poster conception to strenghten your exposure towards the public.



Digital department directly linked to your public

Boracay agency constantly keeps a close watch on opportunities Internet provides to increase its clients' exposure and brands. The Boracay's digital department creates and produces viral events posting videos on Youtube, promoting new products on blogs, uses the social media, spreads news and videos through major webzines, provides key information to bloggers. Moreover, it makes use of alternative tools such as 'Focus bloggers Groups', Facebook apps, smartphones and tablet computers...

BORACAY's BLOG

Find all the news on the agency and on our clients, profusely ideas, case studies...
www.leblogdeboracay.com



Push TV & Radio

Over than 200 TV and hundred radio coverages every year !

Expert of high-audience information campaigns thanks to its «Push TV & Radio» department to stimulate its clients' reputation on influential broadcasting media. The obligations, the constant evolving and the power of those kind of media involve an expert knowledge of useful tools towards journalists : rallying human and specialised ressources, information's adjustment, coordination of coverages,

testimonies, film shooting, non-branded images, roadmaps... Since those media require a specific knowledge, Boracay determines and upstreams its spokespersons (mediatraining...), creates the talking points, keeps a close watch on the coverage's optimization, highlights the result creating posters with screenshots, publishing podcasts online... A pro-active know-how and a 24/7 responsiveness making sure good-quality coverages and exploiting the considerable impact of a programme on the fame and the reputation of a brand or a company.