

PR TOOLKIT CHECKLIST

A quick guide on what you should have in your toolkit so you can pitch to editors and journalists effectively.

1. YOUR STORY - PRESS RELEASE

The most important element of successful press pitching is your story. No other brand can be like yours. Brand storytelling goes well beyond your USPs. As an editor, I'm most interested in a story that my readers can relate to. Hence, the focus of your story should be on:

1/ Frustrations

What has led you to start your own brand?
What was missing in the market?

2/ Problem solution

The next step of your story is to identify the solution to the frustration / problem you had. Customers, and indeed our readers, have become immune to selling products. They need to feel an emotional connection with your brand.

How do you solve their problem with your product? Is it aspirational, status or practical? How do you want them to feel when they experience it?

3/ Your background

Every press release should have a little story about the brand founders and their own journey.

4/ Founder's quote

While talking about press releases, always include relevant quotes about the new product, service or collection. Think about how you, as the founder, feel about it.

2. PHOTOGRAPHY

Without great photography, one cannot promote their brand effectively. Always invest in best photographers and teams who understand your brand - your values, ethos, purpose, mission and vision. A wedding photographer will not deliver on-brand promotional imagery required for storytelling features unless they have a commercial and marketing mind.

1/ Lifestyle shots

The most important type of photography is lifestyle images. Model shots should be promoted with a full model's head (we do not accept cropped model's faces unless we are confident in building a strong story around them). Dynamic images which let our readers in are always preferred. A mix of lifestyle product shots with supporting non-product shots are always preferred.

2/ Stills

Stills are a great supporting addition to lifestyle shots. Products which can be placed in a home or customer's/reader's life-style trigger imagination and help to create a desire/need. One example is heels at the edge of the bed or in a dressing room, as well as shown on a model.

3/ Product shots

For shopping and product pages, all products should be also be available on no background as .png files.

4/ Founder profile image

Always helpful to support the brand story.