



“Image Systems has been working with Jump PR since 2009 and has been more than happy with the service provided. Kate and Joss are extremely professional and have a can-do approach, creating new ideas and completing work quickly and efficiently for maximum exposure. We have recently developed our strategy and brand awareness and Kate has been instrumental in ensuring the highest level of communication during this process.”

Martin Bennett, MD Media Business, Image Systems

Jump PR is a specialist international public relations agency that provides complete PR services to the video industry: broadcast, post production, connected TV, cable, satellite and related service suppliers. From the simple to the complex, Jump PR can create solutions tailored to the precise needs of your business. Jump PR enables you, the client, to maximise your potential, reach your target audience, stay a step ahead of your competitors and, most importantly, capitalise on your expertise.

The company is headed by Kate Ford (kate@jumppr.tv) and Joss Armitage (joss@jumppr.tv), who between them have nearly 30 years’ PR and journalist experience across the full broadcast spectrum.

“We know how to create and present stories to the market. We know how to gain and keep a readers’ attention, to make the complex understandable and the understandable interesting. We know how to do this across multiple formats – from press releases and features to websites and e-newsletters and beyond – because we have done it successfully many, many times,” says Jump PR partner Kate Ford. Here’s proof:

Kate Ford began her broadcast career a decade ago as assistant editor/web editor, IBE magazine and then five years later took on the role as account director, Manor Marketing.

Joss Armitage has edited and assistant edited a variety of broadcast magazines and websites, has worked directly with major companies in the sector in a PR capacity and for six years - up until late 2008 - was account directing with Manor Marketing.

Jump PR has all the experience and global contacts required to bring your business to a wider audience. We understand that modern PR agencies should not be limited to just press releases and features; we are here to handle your complete public relations needs.

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Clients we are currently working with full time: *Image Systems, LiveU, Pixel Power, SGL, SysMedia and Tedral.*

Jump PR: Kate Ford +44 (0) 1932 240 001 Joss Armitage +44 (0)207 737 4238

Clients we are currently working with on an ad-hoc basis: *Altered Images, Digital TV Labs, High-Level TV*

Clients Joss Armitage and Kate Ford have worked with previously include: *Aspex, Autocue, AMWA (MXF project), Boxx TV, Bradley Engineering, Chyron, Fighting Bull, The IABM, IMPALA, Media Links, OmniTek, Pro-Bel, S&T, SSL, Tektronix, TSL and Trilogy.*

THE SERVICES JUMP PROVIDES

Of course we recognise that no two clients are the same and therefore we can break down our services – and therefore the cost – into manageable units. However, we still recommend that in order to achieve the optimum, a targeted and integrated long-term approach is the best for any company.

Jump PR has a comprehensive, high quality, global press database that has been purpose built – and is constantly maintained - to ensure that materials are distributed to your target audience.

- Media relations
- Tradeshow support
- Event planning
- Brand building and positioning
- New product launches
- Strategic positioning
- Media buying/advertisement placement
- Assistance with marketing collateral
- (E-)Newsletter generation
- Media training
- Website creation/management
- Social Media management

Media relations includes:

Press releases: Jump PR will research, write and distribute press releases including sales, mergers, partnerships, trade show previews, product and people announcements. Jump PR will also create your company's press kit for major industry trade shows ensuring a dynamic response to new product announcements and strategic alliances. Press releases will be distributed to all trade publications worldwide or, when appropriate, to targeted geographical regions.

Company features: Jump PR will source the editorial lists of worldwide trade publications and contribute features providing you with a platform to showcase your successes. With a decade of writing experience, Jump PR is well positioned to deliver quality features to key editors.

Industry opinion pieces: The broadcast industry is a shifting landscape of complex issues and opinion pieces are a valuable way of positioning your company. Magazines

and their readers' value controlled yet strongly worded content. Jump PR is able to accurately position your company in relation to the trends that relate to your area of expertise and present them to eager readers.

Case studies: New broadcast installations are of great interest to publications that like to uncover how the installation took place, the technicalities and challenges that were faced and subsequently solved. Jump PR interviews systems integrators, dealers and customers on your behalf and produces case studies to meet the specifications of the publication that has placed the feature.

Award entries: Industry awards allow your company to reap the benefits of your hard work and maximise publicity. Jump PR will source opportunities and work with your product specialists to produce detailed award submissions.

Conference speaker proposals: Conferences allow you to share your expertise and keep your company at the forefront of industry trends. Jump PR will source relevant speaker opportunities and submit proposals on your behalf. We will also work with you on the final paper.

Press events: Events, regardless of size, are an important element of networking with both the press and your customers and also in nurturing ongoing relationships. Jump PR can organise your company's press events at major trade shows and throughout the year. This can vary from meetings with key editors to press conferences and parties.

Tradeshaw support:

Love them or hate them, trade shows are a vital component in presenting your products to a wider audience. Jump PR will provide assistance in the run-up to major trade shows including catalogue entries, show previews, conference submissions, press kits and will also arrange one-to-one meetings with editors throughout the show. Jump PR can arrange both the printing and delivery of press kits to your stand.

Marketing/sales collateral:

Jump can work with your marketing and sales teams to ensure that the copy used maximises all opportunities and presents your company, or specific product, to the market in the most effective way possible. This also helps guarantee consistent need/features/benefits across your product portfolio and is as important for internal consistency as much as external.

Media training:

While we are not dealing with the tabloid press, it is still vital that key members of staff know how – and when – to speak with the press. With our years of editorial experience we know precisely what the press is looking for and can make sure that your staff maximises all opportunities.

Media buying/advertisement placement:

Jump PR can provide a complete service when it comes to advert creation and placement. We have strong relationships with design agencies and magazines' advertising departments to ensure that your campaign achieves the maximum return.

Website management:

Your website is quite simply the gateway to your customers and for that reason it is important that the information presented is clear, concise and informative whilst using simple navigation tools. Jump PR will provide assistance with writing or re-writing web copy and presenting ideas to ensure your potential customers are inclined to make contact with your sales representatives. Jump PR can handle the day-to-day running of your website and liaise with your web designer for more significant changes.

Clippings service: Jump PR will provide your company with electronic monthly or quarterly clippings, displaying all major press coverage from that period.

Website construction/refresh (separate fee):

Jump PR is also able to undertake far more extensive web work via third party agencies, including complete website construction where we manage the whole project.

Electronic newsletters: Newsletters are an excellent means of communication with both your customers and dealers. Dealers can often feel detached. However, by providing them with monthly or quarterly communications highlighting successes and product innovations, clients can maximise their investment and sales productivity.

Company collateral: Brochures and fliers are a crucial means of communication. Comprehensive product information, product images and technical specifications are key sales and marketing tools. Jump PR can work with product specialists to produce company collateral.

Social Media: This is a complex area for B2B players. We can help highlight the key issues, work with clients to put a strategy in place and then to execute that strategy.