



Cotton Ball Media

MAKING VIDEO MORE ABSORBENT

You've decided your PR campaign needs an **SMT** or **EPK**. In today's PR environment, there is more pressure than ever to show results. Do **VNRs**, **EPKS** and **SMTs** really produce viable **ROI** and **KPIs**? **WTF?** Get your head out of the last century.

For **content** to deliver the kind of impactful, trackable, metric-driven results you need and your client demands, it must be interactive, it has to **work harder** and it needs to **live** a very **long time**.

Introducing **Cotton Ball Media's** Digital PR – a new service from Mad Bear Productions that's an entirely new way to build and market your own digital content to a digital audience.

Digital PR integrates premium content with the power of the digital landscape to optimize interactive video. Basically, it's a fancy way of saying **we find storylines that speak to your audience and then track the engagement**.

Get in front of those elusive journalists, thought leaders, potential customers and other key targets. Cotton Ball's research team can combine your lists with our own research as we work together to identify your digital audience.

The videos are delivered to your audience through an evolving variety of platforms, including social media, bloggers, email, website, paid search, etc. We penetrate existing conversations and the videos are shared in these forums to **magnify exposure in a short period of time**.

6 Kickass Reasons

YOUR CONTENT WON'T TURN INTO SPAM OR WHITE NOISE

- 1 A true partnership. We work together to agree on expected, measurable results. If Cotton Ball doesn't achieve them, you do not pay in full – we share in the risk.
- 2 Video engagement does not begin and end with YouTube. We find the right engagement method and media platform or other distribution channel to meet your goals from our extremely long (and constantly growing) list.
- 3 Everything is customized, just for you. No one size fits all approaches.
- 4 Utilization of the latest video technology for content creation, delivery and tracking. We are constantly researching and testing the latest and greatest in technology and delivery platforms.
- 5 Our creative team is unmatched. Our award winning editors / videographers / colorists / animators / producers have worked for everyone from NBC to MTV to NFL Films and Nickelodeon, interviewing the biggest names in sports music and entertainment.
- 6 All of the traditional Mad Bear resources plus an experienced team of publicists. The people in the trenches – speaking with journalists, managing social media communities and pitching stories. They know what sticks because they are working it every day. It's the hands on expertise to ensure that we can make that knowledge work for you.