

## WHAT ARE WE ABOUT?

PR Light? That's a thing? From now on, yes. We, professionals in communications with many years of experience, have wanted to offer public relations for everyone for a long time. And here we are, presenting our new light line that complements our agencies' classic marketing and communications portfolio.

Instead of the usual all-inclusive package for international enterprises, we offer a new modular system with individually bookable, self-contained services and capacity building for everyone who's got something to say. This way, even clients on a tight budget can achieve more.

! It's in hard times that the winners of tomorrow are made. And we can help with that. Our offers are tailored perfectly to current times: manageable costs, efficient handling, easy implementation, focus on the essentials and complete transparency.



EASY, UNCOMPLICATED, DYNAMIC

## Modularity

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From Wikipedia, the free encyclopedia

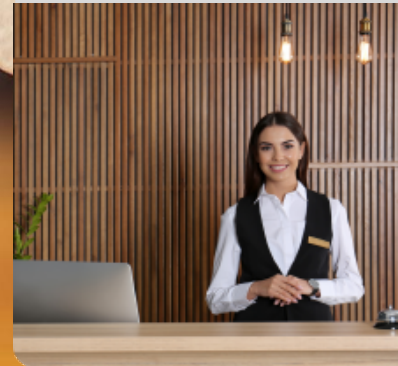
*For other uses, see [Module \(disambiguation\)](#).*

Broadly speaking, **modularity** is the degree to which a system's components may be separated and recombined, often with the benefit of flexibility and variety in use.<sup>[1]</sup> The concept of modularity is used primarily to reduce complexity by breaking a system into varying degrees of interdependence and independence across and "hide the complexity of each part behind an abstraction and interface."<sup>[2]</sup> However, the concept of modularity can be extended to multiple disciplines, each with their own nuances. Despite these nuances, consistent themes concerning modular systems arise.<sup>[3]</sup>



## THE NEW PR FLEX MODULAR SYSTEM

We offer modules individually tailor-made for your needs. The goal? Taking your PR into your own hands independently and competently and reaching target group specific media presence.



## THE FLEX MODULAR SYSTEM'S MODULES

Module 1: Press release

Module 2: Press release for multiple clients

Module 3: Advertorial

Module 4: Sample shipment chefs

Module 5: Sample shipment trade

Module 6: Product test blogger

Module 7: Basic workshop press work

Module 8: Advanced workshop press work

Module 9: Workshop content creation

**STRENGTHEN VISIBILITY,  
SET TRADEMARKS.**



## WHY YOU SHOULD INVEST RIGHT NOW

You had to endure financial losses during the past months and ask yourself if you really should spend money on communications? Yes, you should! Especially now.

We know first-hand what the Corona crisis means for gastronomy, hotel businesses and producers, and we know how to recover – fast and without taking out a loan.

Now the wheat is sorted from the chaff, and everyone is looking for new customers. Everyone wants to equalize losses, generate new trades, be visible and make people aware of their own services. Don't miss the right moment and build your future now!

## WHY WE ARE THE PERFECT PARTNERS

With 15 years of experience in PR and marketing, a specialization in food & beverage, consumer goods, tourism and lifestyle and a national and international network containing about 4.500 journalists, bloggers, influencers, multipliers and insiders, we are exactly the right partners to make your brand visible.

We know the industry inside out, work for international companies and find short, snappy and efficient ways to put you in the right light publicly.

What you can always expect from us:

- An expert team with experience
- Reputable, professional and reliable partners who want your success as much as you do
- Set package prices without any additional costs

Because times are difficult, we developed new concepts to make marketing and PR available for companies who don't need or want permanent support in this area.



We help you and provide capacity building at moderate prices. Discover your options on the following pages!



## MODULES 1 TO 6: TARGETED PINPRICKS

You don't launch a new product every four weeks, but would like to set targeted, individual accents? You have something to tell the press two or three times a year or want to get product samples into the right people's hands?

Because you're able to implement a certain amount of measures in-house, we can offer the following services in a light version.

In that case, modules 1 to 6 are perfect for you.



## MODULE 1: PRESS RELEASE

Journalists receive about 100 press releases – per day! To make the world aware of your business and to stand out from the crowd you need exciting story angles and someone who knows how to tell them. Gourmet and Prime Connection stand for reputable content, commitment, and professionalism among journalists. Profit from our network!

### Services

In a briefing you tell us what moves you. We process your message in a press text that makes readers want to know more. One round of corrections is included, as are individual, tailor-made media distribution lists. After all, your information is set to hit your target group right into their hearts.

Afterwards we provide you with a list of the media we addressed so that you can follow up as you see fit.

### Benefits



- We process your key messages in a way that's exciting for the media.
- We develop a tailor-made approach of press representatives exactly relevant for your brand.

### Costs

475 Euro / press release



## MODULE 2: PRESS RELEASE FOR MULTIPLE CLIENTS

A specialized agency's big benefit is that we easily create synergies. You want to get media attention without investing in a whole module? We bundle your key messages with the ones of similar clients – you're stronger together!

### Services

You tell us your key messages and what sets you apart, we select further clients who compliment your brand environment. We prepare your messages professionally in a joint press release and you get to enjoy the same benefits as in module 1.

### Benefits

- We process your key messages in a way that's exciting for the media.
- We develop a tailor-made approach of press representatives exactly relevant for your brand.

### Costs

Starting from 175 Euro / press release, subject to availability



## MODULE 3: ADVERTORIAL

Print media have gone through a renaissance during the Corona pandemic, and a printed article is still often perceived as more valuable than an online or social publication. An advertorial is the perfect choice for clients seeking control over print content without having to shell out for an expensive campaign. With its editorial setup it has a higher added value for the reader and is seen as prized content.

### Services

We know the wide media landscape and how which magazine is written. We advise you on which media are the most relevant for you and develop texts that fit your target group perfectly.

You contribute the images, and depending on the magazine, the advertorial is created in-house or you deliver it ready to print.

### Benefits

- Your brand receives attention and visibility in a high-class environment.
- The editorial provides readers with high-quality input.

### Costs

Upon consultation



## MODULE 4: SAMPLE SHIPMENT CHEFS

You're convinced professional chefs would be excited about your products but have no idea how to get in touch? Gourmet and Prime Connection have a wide network of partner chefs in Germany, Europe and the whole world. We open doors that would otherwise remain locked.

### Services

We advise you which lifestyle or top chefs are open-minded towards product samples and take care of all handling, including preparations, packaging and shipping. Afterwards we provide you with the contact details so that you can follow up as you see fit and build your own network.

### Benefits

- Your products reach exactly those people whom they were intended for.
- You gain immediate access to important industry insiders and ideally generate new clients or multipliers.
- Based on the feedback the chefs provide, you can adapt or extend your product range.

### Costs

575 Euro / 10 samples, plus transparent third party costs such as packaging and shipping



## MODULE 5: SAMPLE SHIPMENT TRADE

Building a distribution network is not only a question of time, it's also a question of contacts. Gourmet and Prime Connection are part of a wide network within the food retail and specialist trade industries and connect your product with the matching purchasers.

### Services

We contact your desired purchasing agents and take care of all handling, including preparations, packaging and shipping. Afterwards we provide you with the contact details so that you can follow up individually.

### Benefits

- Your products reach exactly the markets they were intended for.
- You gain immediate access to important purchasing agents and the possibility to expand your distribution network.

### Costs

735 Euro / 8 samples, plus transparent third party costs such as packaging and shipping



## MODULE 6: PRODUCT TEST BLOGGER

Blogs have not only gained more presence over the past years, they have also become an important source of information. Evolving consumer behavior has an immediate effect on ways of reaching target groups. Gourmet and Prime Connection discovered these channels early on as important means of communication, utilize them as long-term tools and are perceived as popular and trustworthy partners by many bloggers.

### Services

We identify bloggers whose style and audience matches your product and suggest appropriate cooperation opportunities. Gourmet and Prime Connection speak to the bloggers and work out the ideal path towards a fruitful liaison: were you a producer of spices, for example, we'd do a product test, if you owned a hotel, we'd invite the blogger for a visit. The goal is always to get your brand noticed on blogs and social media. Additional blogger fees depend on specialization and the amount of people you wish to reach.

### Benefits

- You won't be just "doing something with bloggers" because we introduce you strategically to the world of blogger and influencer relations.
- Your product gets noticed in an authentic way by a large digital target group.

### Costs

Starting from 600 Euro, plus additional charge depending on partner



## MODULES 7-9: INTENSIVE HELP IN CAPACITY BUILDING



You either haven't dealt with marketing and public relations before or just supervised them "on the side"? From time to time you come up with PR activities but wish for more stringency and a strategic plan?

You want to involve your employees deeper or get them on board with the basics? Or you'd like to have a clear direction for Facebook and Instagram content? Don't be shy, we show you the basics of press work and keep you up to date with the latest developments and tools.

If you want to achieve maximum effects and invest minimal time, you're on the right track with our modules 7 through 9.



## MODULE 7: BASIC WORKSHOP PRESS WORK

You know where you want to take your brand and which content to focus on? Then it's time to start PR work! Even if you haven't had any direct contact with media representatives before, we prepare you for all aspects of press work during a one-day workshop. The ultimate goal? Shine a light on you in the media and get you placed in a setting that compliments your strategy.

### Services

Together we work on strategies and story angles that capture journalists. Of course, we show you how to detect relevant media, how to get in touch with the press and what effective event management looks like. Unsure of what to pay attention to? No problem, we've got you covered. We take you by the hand and explain the basics of successful press work, such as communication frequency, distribution lists and priorities.

### Benefits

- Together we discover your relevant media spectrum.
- We develop exciting story angles for journalists.
- Our workshop gives you confidence in dealing with the press.

### Costs

4.750 Euro



## MODUL 8: **ADVANCED** **WORKSHOP PRESS WORK**

You already have some experience with the media, but are planning a special event or communication activity and don't feel quite up to doing it all by yourself? There's an acute crisis in your business or you want to know how to deal with negative feedback in the press? In a one-day workshop we convey to you in a fast and understandable manner what matters and how to deal positively with unforeseen developments.

### Services

We take a deep dive into your concerns and prepare a tailor-made workshop – be it for press trips in times of Corona, crisis communication or the implementation of a special campaign. Based on different situations, we simulate communication strategies and coach you on how to handle the press, with Gourmet and Prime Connection acting as your equal-level partners.

### Benefits

- We develop workshops tailor-made for your individual situations and concerns.
- You gain access to the know-how that comes with our longstanding specialization.
- We act as your sparring partners.

### Costs

5.500 Euro



## MODULE 9: WORKSHOP CONTENT CREATION

In communications, the “what” is at least as important as the “how”. You as a restaurateur / hotelier / producer know your brand like no one else, but sometimes you may be too close to see the obvious. We help you separate the relevant from the unimportant and focus on the areas of your company that are exciting to communicate on social media.

### Services

In the course of an efficient one-day workshop, we work out communicative focal points for social media, talk about the right timing and examine how to interact where with which target group. Afterwards you receive an uncomplicated timeline that guides you through the year.

### Benefits

- We develop a clear content strategy including a timeline for the year.
- You leave the workshop with tailor-made communication approaches for different target groups.

### Costs

4.750 Euro



## OUR BRANDS

Want to know more about individual PR services? Then contact us. Gourmet Connection specializes in tailor-made communication concepts in the culinary realm, Prime Connection stands for high-quality public relations in the lifestyle sector and Click Connection supports you with digital and social media strategies ranging from single blog posts to comprehensive campaigns.



COMPETENCE IN BRANDS



COMPETENCE IN BRANDS



DIGITAL AND SOCIAL

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### VISIT US ON

