



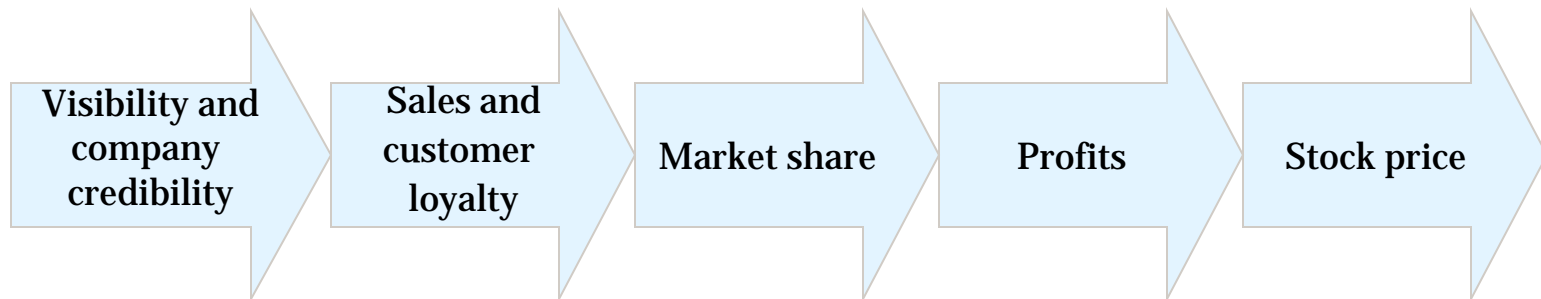
# Introduction

# Reasons companies need PR

- **Increase sales**
- **Improve company and CEO visibility, credibility**
- **Strengthen stock price**
- **Help European company enter the U.S. market**
- **Recruit partners and employees**

# Reasons companies need PR

Effective public relations can improve ...



Up and to the right!



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# About Benbow International PR

**BIPR secures press coverage for CEOs.**

**Typically these CEOs have:**

- **Lack of company visibility and credibility**
- **Flat or declining sales**
- **Flat or declining stock price**
- **Limited time to enter in the U.S. market**

# About Benbow International PR

- **Provides effective public relations services to companies entering -- or expanding in -- the U.S. market.**
- **Expertise in media relations**
- **Ms. Benbow is an**
  - **Expert in the U.S. market and environment, and in communicating messages to that market.**
  - **American with significant experience in the European market.**

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# Priss Benbow's experience

**The White House press office**



**White House**

**Bain & Company**

**BAIN & COMPANY**

**Masters degree, The Annenberg School,  
University of Southern California**

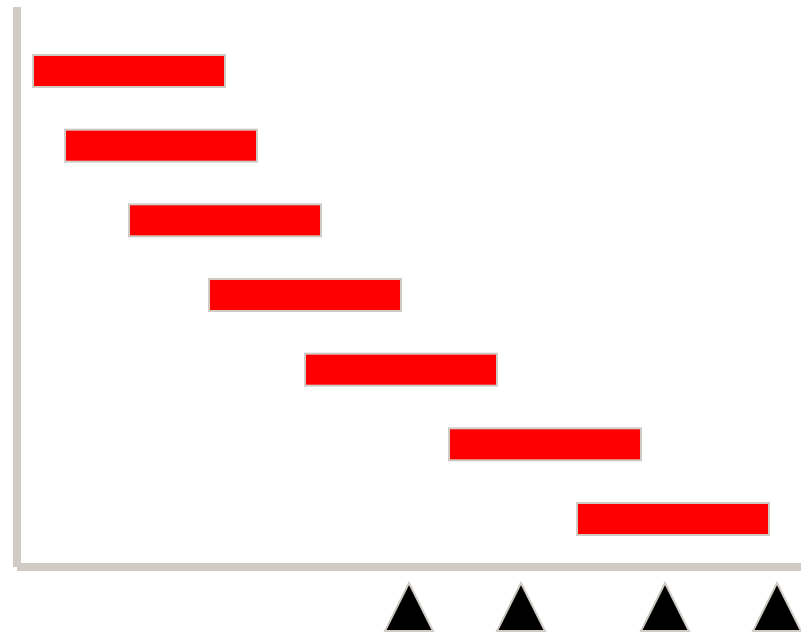


**Collaborated with journalists in 16 countries whose stories reached an aggregate audience of 100's of millions of people worldwide.**

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# How BIPR works with clients

**Introduction**  
**Research**  
**Recommendations**  
**Strategy**  
**Implementation**  
**Interim Reports**  
**Final Report**



**Intermediate deliverables keep  
client informed throughout project**

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# Case Study, Overview



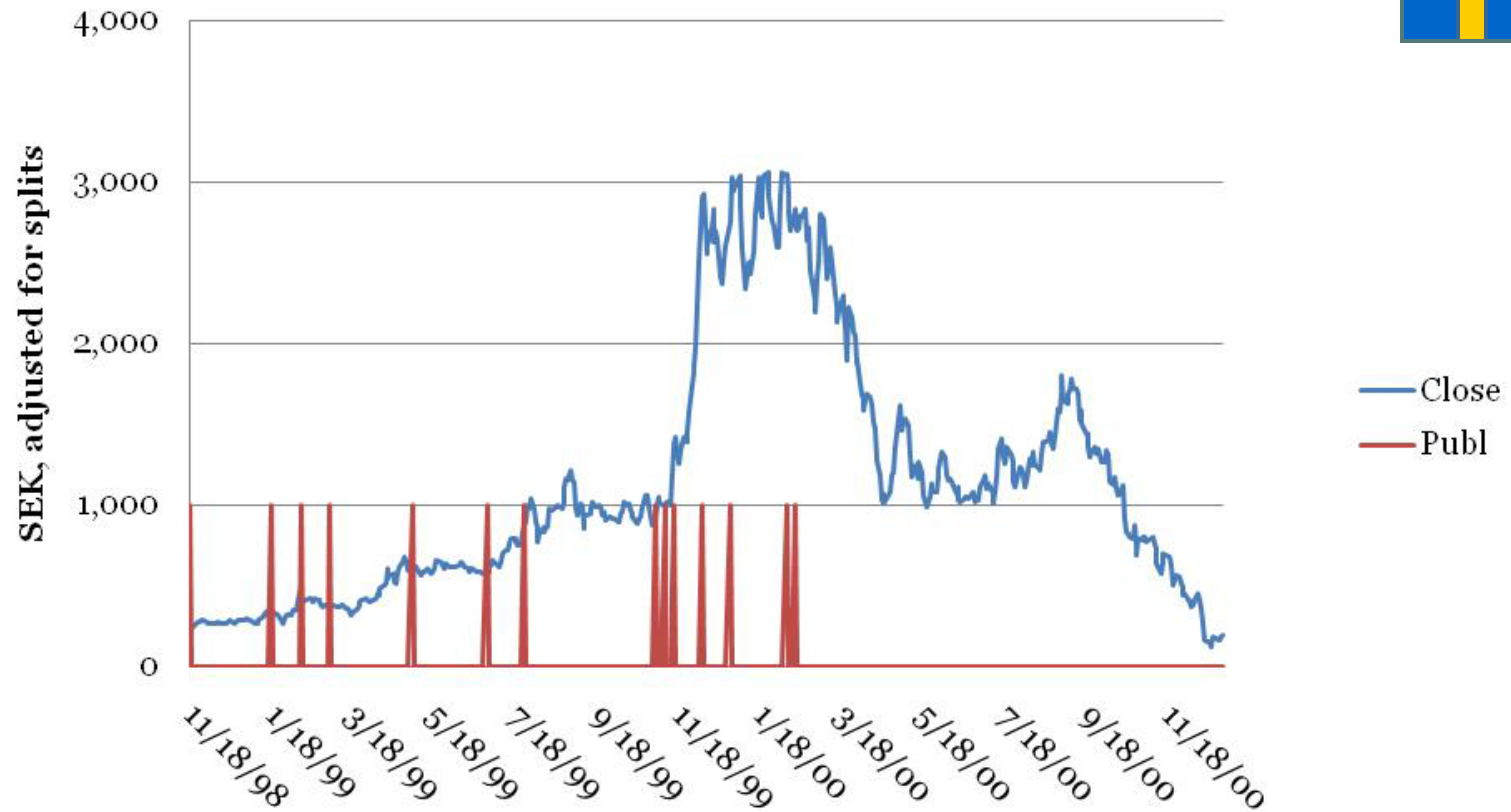
<b>Situation</b>	<b>One-year-old Swedish technology company wanted media coverage.</b>
<b>Complication</b>	<b>Company was unknown in the U.S., and known only slightly in Europe.</b>
<b>Resolution</b>	<b>Explained to media why globalization was an important trend, and demonstrated how company exemplified trend.</b>
<b>Results</b>	<b>Secured \$1.2 million of media coverage in U.S. and Europe in one year.</b>

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# Case Study: Publications' effect on stock price



## ICON and publication dates



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# Case Study: 18 publications in 18 months



Name of publication	Date press coverage published	Title of article
Business 2.0	9/1/98	The Postman Always Clicks Twice
Forbes Global	11/2/98	The 300 Best Small Companies
Forbes Global	11/16/98	Window of Opportunity
Forbes	11/16/98	Hunter? Or Prey
Adweek	1/18/99	The Top 50 Interactive Agencies
Forbes Global	2/8/99	Internet Arbitrage
Reuters	3/2/99	Icon Medialab Seeks US Partner
The Industry Standard	4/5/99	Deals of the Week
Forbes Global	5/3/99	Building an Icon
Adweek	6/28/99	The Top 50 Interactive Agencies
Business Week	7/26/99	Invasion of the e-Vikings
Forbes Global	11/1/99	The 300 Best Small Companies
Newsweek International	11/8/99	Growing Pains in Sweden
Time Magazine	11/15/99	Word of Mouse
The Wall Street Journal Europe	12/6/99	Incubators Get Tech Firms Up
Business Week	12/27/99	Small Caps with Big Ideas
Newsweek International	2/7/00	Shining Stockholm
Adweek	2/14/00	The Top 50 Interactive Agencies

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# Partial list of press coverage



**ADWEEK**

**BusinessWeek**

**Forbes**  
.com

INTERNATIONAL  
**Herald Tribune**

**The New York Times**

**Newsweek**

**REUTERS** 

**TIME**

**THE WALL STREET JOURNAL.**

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# Reasons to hire BIPR

- **Expert on the U.S. market and communicating messages to it**
- **Experience with European clients**
- **Comparison with in-house resources**
- **Fosters strong client relationship**
- **Proximity to Silicon Valley**
- **Judgment and instinct**



# Template

## **Benbow International PR**

**website:     [www.benbowpr.com](http://www.benbowpr.com)**

**telephone:   + 415-987-7747**

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