Public Relations

Successful media relations are founded on a homogenous concept finely tuned in combination with specific advertising and promotional activities.

First and foremost, the development of a successful media relations strategy is required for the following disciplines

- Production Media-Relations
- Release Media-Relations
- Media and Public Relations for Special Events (conferences, film features or retrospectives etc.) and Events

A successful media relations strategy is the basis - it sets the scene for all further media relations activities. Following the developed USP closely, the production is carefully positioned within the specified media. Apart from the quantity of features or clippings, we rate their quality very highly.

After all, it is relatively easy to attain high media coverage; the real challenge lies in really generating an interest through a focussed and strategic approach within the potential target groups - cinema proprietors, moviegoers and audiences alike.