



MEMO

Communications and press relations

DesignMarch 2012

Sari Peltonen

ON PROMOTION

Publicity brings opportunities: work offers, exhibition invitations, producers. DesignMarch brings the possibility for great publicity.

Where are you now?

What is the status of your business? What is the status of your communications?

Where do you want to go?

Decide about your goals. Do you want a producer for your product? Do you want to increase awareness?

How do you get there?

First, get the basics covered: Have a website, business cards, good text and images. Then, select the ways in which you want to communicate, your “set of tools”: SOME, press relations, newsletters...

Go for quality

Everything communicates. Check the quality – are the photos sharp? Are there typos in your text? Did you remember to say thank you after an interview?

Understand the process

From first encounter to staying in touch after the meeting and logging new contacts to your media register, networking is an on-going process not a random handshake.

Connecting people

Communication is all about people talking to each other.

It is more than your logo.

Just like the chef is the face of a small restaurant, you are the face of your own label. You matter.

ON IMAGES

Good photos will bring you more space, more power, more influence. Images catch the eye and build your brand.

Provide variety.

Have both: clear-cut, neutral (white) background product shots, and ones that build your brand, create atmosphere, tell a story and/or show how your product is used.

Go from brand and design.

Nike photos differ from Manolo Blahnik, the photo needs for a tiny piece of jewelry and a massive architecture project differ.

Have them in high resolution.

The better the quality of the image, the more space it will be given.

For print press, provide high resolution images, file size 1 MB or more, Resolution 300 ppi, Image formats .jpg, .tiff.

For online media, provide low resolution images. file size below 1 MB, Resolution 72 ppi, image format .jpg (most common).

If you don't know the medium, provide high resolution images.

Easily available.

Have images on your website, use a photo site (Flickr and DropBox are good) or send them by e-mail ASAP.

Go professional.

If you have to choose one PR move to spend money on, make it images.

ON TEXT

Provide basic written information for the editors to be able to do their job.
Tell a story, inspire.

Go bilingual.

Provide all texts in Icelandic and English. Ask an English speaking friend to proofread.

Keep it simple.

Give basic information: What is it? When is it made? What is it made of? How tall it is? How do you use it? Cut out everything that is not necessary.

Tell a story.

Why is your design relevant and interesting? Tell a story that the reader can relate to, and your product will be remembered.

Play a pop song.

Once you have invested in good basic texts, you can use them endlessly: in your email signatures, on your websites, in your social media profiles. It is like a pop song – if it is good, you play it over and over again and people will remember it.

Stay in touch.

Keep your contacts posted about what you do – but not every second day. Use newsletters, social media or press releases.

KEEP US POSTED

Iceland Design Centre receives several hundred enquiries on Icelandic design every year. We would be happy to resend photos and information of your work!

Photos

- Send high resolution images of your work to **info@honnunarmidstod.is**
- Name each file with the name of the design, designer and photographer credit.

UggiLamp_FanneyAntonsdóttirDöggGudmundsdottir_Photographer_PekkaHietala.jpg

Text

- Send press releases, press kits or fact sheets to **info@honnunarmidstod.is**
- Name your release with your/your brand's name and the topic of the release.

PressRelease_DöggDesign_NewProductsForDesignMarch2012