

Credentials

Media & Entertainment

KITE HILL
PUBLIC RELATIONS

*The Agile Tech and B2B
PR and Communications Agency*

2023

**Who
We
Are**

**An Award-Winning Tech PR and
B2B Communications Agency**

Earned Media is At Our Core

Leading the Way in Agile PR

What We Do



**Media
Relations**



**Social Media
Strategy**



**Thought
Leadership**



**Events &
Awards**



**Media
Training**



Crisis Comms



**Comms
Strategy**



Research

Corporate Background

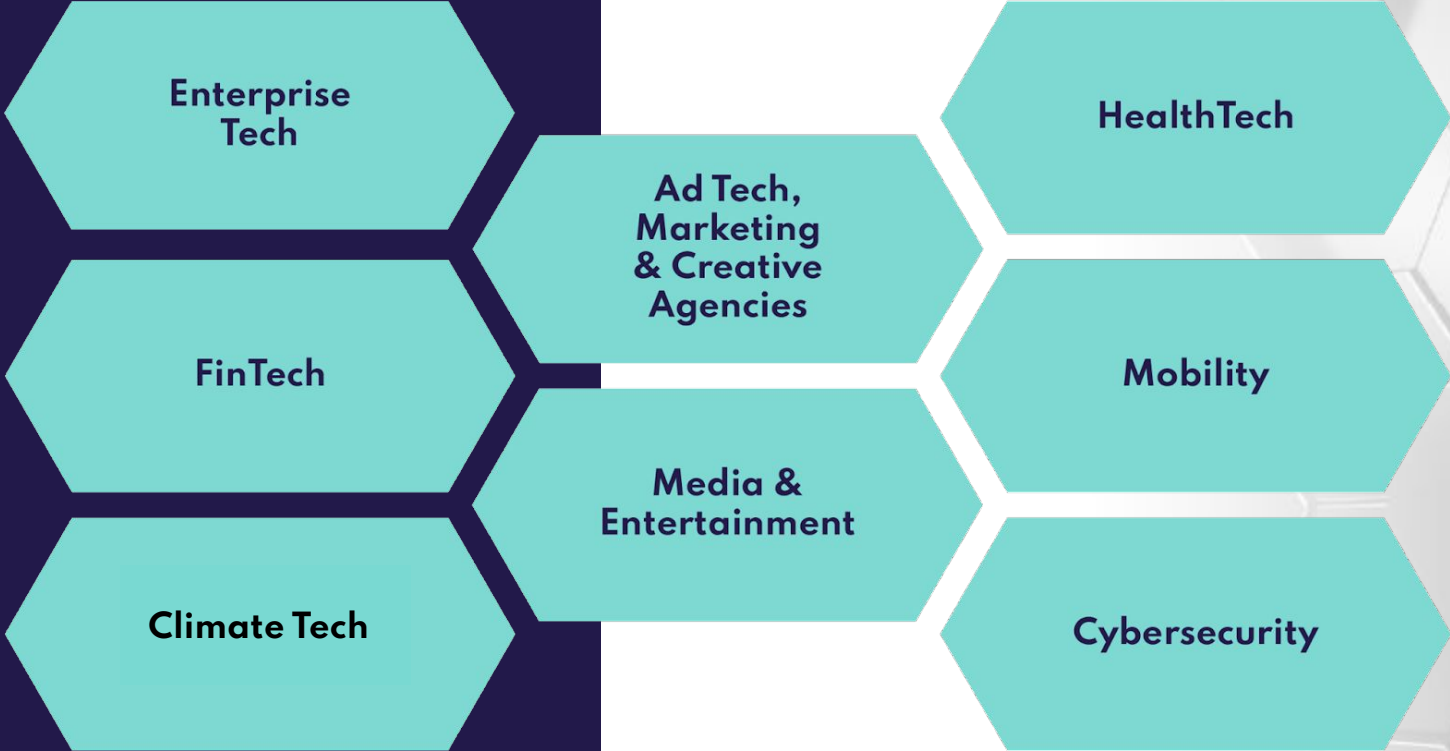
Kite Hill PR has **won numerous awards** for its work. From thought leadership campaigns that have moved the needle over years, to campaigns that have highlighted the **importance of creative storytelling**, clients benefit from the agency's seasoned team and creative chops. The agency has also won awards for its **best-in-class culture**.



Client Examples



Practice Areas



Kite Hill PR Clients



Kite Hill PR's Core Values

1



Agility

The power of moving quickly and easily; nimbleness

2



Candor

The state or quality of being frank, open and sincere in speech or expression

3



Collaboration

The act or practice working with one another

4



Passion

Any powerful or compelling emotion or feeling

5



Balance

Placing value on the whole self

Our Work

A few examples of how we deliver
for clients.

Overview

TMB, formerly Trusted Media Brands, tapped Kite Hill PR to help reposition the company from a legacy magazine publisher to a leading digital-first portfolio of user-generated and community-based lifestyle brands.

Solution

Kite Hill PR helped TMB manage all internal and external communications surrounding its acquisition of social media powerhouse, Jukin Media, and then leveraged the synergies of the newly-integrated company as having exponential impact as part of a “1 + 1 = 10” narrative. The team also jumpstarted an executive thought leadership effort, beginning with TMB CEO, Bonnie Kintzer, and successfully secured numerous tier 1 placements for TMB properties such as “Taste of Home,” and “Reader’s Digest.”

Results

Secured **35 articles** to announce the acquisition of Jukin Media, as well as its new TMB brand, including features with **Variety, Forbes, Digiday, and Campaign**

Developed **new corporate messaging** that is consistently leveraged across media coverage

Established relationships with TMB’s CEO with major business outlets such as **Recode, The Wrap, and LATimes**

Secured feature coverage for TMB brands on major network TV affiliates and in outlets like **The Washington Post**

Forbes

Reader's Digest Parent Buys Jukin Media In Quest To Become A 'Billion-Dollar' Company

VARIETY

ADWEEK

TMB Notches 110% Revenue Growth and Plans 100 Hires to Fast-Track OTT Ambitions

**The
Washington
Post**

DIGIDAY

Why Trusted Media Brands acquired viral video publisher Jukin Media

M MediaPost



MORNING BREW

Overview

The media company Morning Brew sought a PR program that would share the story of its incredible growth and engaged audience with brands and agencies. The publisher also wanted to establish credibility with the financial and broader business community.

Solution

Kite Hill worked to define and leverage growth and audience metrics to establish it as a hot, dynamic and serious publisher. The team leveraged audience research to present pulse of financial industry and made their co-founders and editors available as experts on next-gen business topics. With the spotlight on Morning Brew, the business was acquired in late 2020 by Business Insider at a valuation of \$75m.

Results

Refreshed company messaging and prepared execs for **The Today Show**

In the first two months, Kite Hill secured **10** major placements (~**4 million UVMs**) for growth news

Secured features in **Digiday**, **AdExchanger** and **MediaPost**

Secured moderating position at **Shoptalk**, September 2020



MORNING BREW

DIGIDAY

How Morning Brew Grew to \$13M
in Revenue with 33 Employees

**BUSINESS
INSIDER**

TC
TechCrunch

Tech for Good During COVID-19:
Sky-High Gifts, Extra Help and Chips

MMediaPost

ad
exchanger

Morning Brew: A Media Startup
Growing Outside the VC Bubble

MARTECHSERIES
MARKETING TECHNOLOGY INSIGHTS

BuzzFeedNEWS

Overview

Media publication BuzzFeed News sought advice as to how to drive viewers and industry interest around its new live Twitter morning show, AM to DM, and its hosts. The team turned to Kite Hill PR for a media strategy to help generate press and form reporter relationships.

Solution

Kite Hill showcased how BuzzFeed News was leveraging social TV to create an authentic experience for viewers. Kite Hill secured speaking and award opportunities for the team to tell their story and gain recognition.

Results

Secured **5 speaking** and **award opportunities**

Coordinated **13 media briefings** with top-tier trade and business press including **Ad Age, Adweek** and **Business Insider**

Earned **111 pieces** of press coverage

BuzzFeedNEWS

THE HILL

**Dem Lawmaker Slams Pelosi
Handling of Conyers: We Need New
Leaders**



**Twitter Turns A Page In Live Video
As Publishers Rethink Traditional
TV Distribution**



**BuzzFeed News' Head of
Programming: Twitter Is The
'Beating Heart' Of Journalism**

**SOCIAL
MEDIA
WEEK**

**TC
TechCrunch**

VARIETY



Overview

Tripadvisor, the world's leading travel resource, wanted to raise awareness among marketers about its media business; a \$200 million annual business. The company turned to Kite Hill PR to help it establish itself as a leading, engaging option for non-travel brands to connect with consumers.

Solution

Kite Hill PR tweaked Tripadvisor's positioning as a top "point of passion" media destination or brands seeking engagement among people ready to spend. Kite Hill also secured major speaking engagements for its executives, helped Tripadvisor win prestigious global awards and established Tripadvisor's media executives as thought leaders.

Results

Secured key feature stories in ***WSJ, Ad Age, Adweek, MediaPost, Campaign, Travel & Leisure*** and more

Secured re-introductory briefings with key trade publications such as ***Digiday, AdAge, Adweek*** and ***Business Insider*** within the first 3 months of the partnership

Amplified Tripadvisor's research via earned media coverage in advertising and marketing outlets

Secured speaking engagements and produced industry panel discussions, including **Advertising Week 2021**

AdAge**Watch: The State of Holiday Travel
with TripAdvisor****WSJ****Cannes Lions Has Company:
Concurrent VidCon, NFT.NYC Events
Compete for Marketers' Attention****ADWEEK®****L'Oréal and TripAdvisor Team Up,
Letting Shoppers Collect Toiletries at
the Airport****campaign****TRAVEL+
LEISURE** **MediaPost****ADVERTISINGWEEK™**

Snap Inc.

Overview

Snap reached out to Kite Hill to capitalize on the team's deep understanding of the adtech and martech spaces, to ensure that marketers understood the impact young audiences could have on their bottom line business goals. Snap also wanted to raise awareness of their robust advertising offerings and artificial intelligence capabilities.

Solution

Kite Hill worked with the Snap team to launch an advertising and marketing-focused thought leadership program – leveraging key spokespeople and brand activations to establish Snap as the platform reaching Gen Z and millennials through innovative video advertising and advanced emerging technology.

Results

Secured **33** pieces of earned coverage from January – April 2020

Spearheaded PR campaigns for **9** infographics, advertiser campaigns and announcements

Coordinated **9** proactive media briefings and newsjacking opportunities with **The Wall Street Journal, CNBC, AdExchanger, Adweek** and more

Drafted **award winning submission** for AdExchanger Awards

Snap Inc.

campaign

These Brands Won the Super Bowl with Gen Z and Millennials

MobileMarketing

AdAge

Snapchat Creates Augmented Reality Ads for Dummies That Basically Give the Technology Away

 SocialMediaToday

Mobile Marketer

Snapchat Touts How it Helps Brands Like Subway Engage Gen Z Sports Fans

Venture Beat

BEN™

BRANDED ENTERTAINMENT NETWORK

Overview

Branded Entertainment Network (BEN) needed to heighten its company's presence among key industry stakeholders in the U.S. and U.K. The product integration company turned to Kite Hill to establish its senior executives as thought leaders and industry experts among its target audience of international brand marketers and agencies.

Solution

BEN and its key executives have been featured consistently in leading industry outlets through Kite Hill's development and placement of bylines in Adweek, ANA SmartBrief, Campaign US, Fourth Source, PerformanceIN and Licensing Source.

Results

Feature stories have appeared in **AdExchanger, CNBC.com, MediaPost, Variety** and more

Showcased the company's unique **360 degree approach** to product integration

BEN executives have also been featured as **industry experts** on panels during 2017 at Digital **Hollywood Summit, Cynopsis, VidCon, the PerformanceIN Marketing Show** and more

BEN™

BRANDED ENTERTAINMENT NETWORK



**Branded Entertainment Network,
Backed By Bill Gates, Bets Big On TV
Product Placement 2.0**

**Reboots, Spin-Offs & Revivals –
Old Has Never Been So New**

**While Vine Camera's Future is TBD, the
Lessons for Influencer Marketing Are
Clear**

**A Company Owned By Bill Gates is
Placing Companies' Products in Netflix
and Amazon Shows**



ADWEEK®



kinema

Overview

Kinema, a new social cinema platform, was gearing up for its official launch at a time when the media and entertainment industry was in the midst of mass disruption and a pandemic era. The team turned to Kite Hill to establish an effective launch strategy to raise brand awareness across national, business, technology, and media and entertainment media.

Solution

Kite Hill developed a launch strategy centered around strategic media relations and thought leadership that would cement Kinema and its executives as pioneers trailblazing the new frontier of social cinema. The team expressed agility, securing top-tier media placements for the announcement in days.

Results

Secured **32** pieces of earned coverage, including exclusives with **Los Angeles Times**, **The Hollywood Reporter** and **Fortune**, a feature story in **THR** and broadcast segment on **Bloomberg Quicktake** and **Yahoo! Finance Live**

Developed key messaging points and hosted rigorous 1:1 media trainings for relevant executives

Secured an op-ed opportunity with top-tier tech targets **Newsweek** and **Shoutout LA**

kinema

THE
Hollywood
REPORTER

**Social Cinema Platform Kinema
Launches, Raise \$2M**

yahoo!
finance

Los Angeles Times

'Social Cinema' Platform Launches

Bloomberg
Quicktake

Newsweek

**Cinema Deserts: Pandemic
Accelerated or Solved? | Opinion**

FORTUNE

Overview

Building on its established EMEA presence, the global video streaming service, Dailymotion, sought to showcase its market leadership position and build brand awareness among US tech, consumer and advertising trade audiences.

Solution

Kite Hill developed and executed a robust public relations program focused on news creation, thought leadership and proactive commentary. The team prioritized reaching Dailymotion's key audiences of advertising and publishing partners by leveraging the video platform's innovative and turn-key solutions.

Results

Created a steady cadence of newsworthy announcements around **partnerships, company growth and new offerings**

Secured **50+ top tier media** placements in 2020 and **139 total placements** since 2018 in outlets including **AdExchanger, AdAge, Adweek** and **Campaign**

Secured thought leadership opportunities in **What's New in Publishing, MarTech Series** and **Street Fight**, among others



Dailymotion Rolls Out Guaranteed Viewability Performance With Moat



Dailymotion Ad Platform Selling CTV Inventory



Google Chrome Killed the Cookie, What Now?





Overview

Just days before announcing its Series A round, tvScientific urgently needed support to leverage that opportunity to raise awareness and cement its position as a pioneer of performance marketing solutions in the CTV ecosystem. The company had several time-bound strategic announcements as well.

Solution

The team turned to Kite Hill to maximize its funding and strategic partnership moments. Kite Hill team quickly mapped out a focused earned media and thought leadership program, then executed it just before the TV Upfront season to generate positive coverage in both ad/media trade publications, as well as general business outlets. The program was designed to keep the company top of mind in between hard news announcements via thought leadership program centered around CTV.

Results

Created a cadence of newsworthy announcements around **tvScientific's Series A** fundraising and partnerships with key market players, such as **NBCUniversal** and Adjust

Secured 27 media placements in the first month of our partnership in target outlets, including **AdExchanger, AdAge, Axios, Forbes, Fortune Term Sheet, dot.LA, Pitchbook**, and more

Developed and executed on creative thought leadership initiatives that, to date, have led to media engagement with Tier 1 industry targets, like Digiday's Marty Swant



tvScientific

Forbes

Changes In The Media Measurement Landscape Raise Advertiser Expectations

 **PitchBook**[®]



tvScientific Raises \$20 Million To Automate Performance Measurement and Activation

dot. LA

AXIOS

Connected TV ad platform tvScientific raises \$20M

FORTUNE
TERM SHEET



Overview

In the advent of the Future of Work era, the media and entertainment industry remained slow to adapt and plagued by legacy systems. Deluxe approached Kite Hill PR to activate a strategic PR plan to raise awareness for its full suite of content creation and post production solutions.

Solution

Kite Hill established a media relations strategy and corporate messaging program to pique interest among key entertainment industry decision-makers. Kite Hill used an agile communications approach to cement Deluxe's next-generation cloud solutions as a leader, taking the media & entertainment into the future.

Results

Secured **300+ stories** in a diverse mix of national and trade publications, including **The Hollywood Reporter, Variety, The Wrap**, and more

Ongoing relationships with key B2B trade outlets and industry alliance groups such as **Digital Cinema Report, POST Magazine** and **SHOOT**

Manage **NAB PR planning**, securing on average 10+ on-site briefings annually



Hollywood
THE
REPORTER

Anna Lee Joins Deluxe As Chief Strategy Officer (Exclusive)

Boxoffice PRO

The Evolution of the Awards Campaign: Leveraging Branded OTT Sites to Engage Voters

Post

Hearing the Picture: How Audio Description Creates a True Movie Experience for the Blind and Visually Impaired

VARIETY

Outlook: Original production and localization will see continued growth

THE
WRAP
Covering Hollywood

Digital Cinema Report

 **streaming
media.com**

KITE HILL

PUBLIC RELATIONS

Our Approach to

Thought Leadership

Thought Leadership

Areas in which we create thought leadership content



Executive Q&As



Blog Posts & Owned Content



Bylines & Contributed Columns



Planning for the Big Moments

KITE HILL

PUBLIC RELATIONS

Our Approach to

News Creation

Earned Media Is The Most Valuable Content For B2B Decision-Makers

| CONTENT TYPES | WHAT B2B BUYERS VALUE |
|---------------------------|-----------------------|
| eBooks | 51% |
| Infographics | 55% |
| Whitepapers | 71% |
| Case Studies/ROI | 72% |
| Expert Q&A | 77% |
| Webinars | 80% |
| New Product Updates | 83% |
| Video Content | 87% |
| Press Coverage/Articles | 93% |
| Technical Specs/Materials | 95% |
| Press Coverage/Reviews | 99% |

Source: Spiceworks Annual Survey of B2B Decision Makers

News Creation

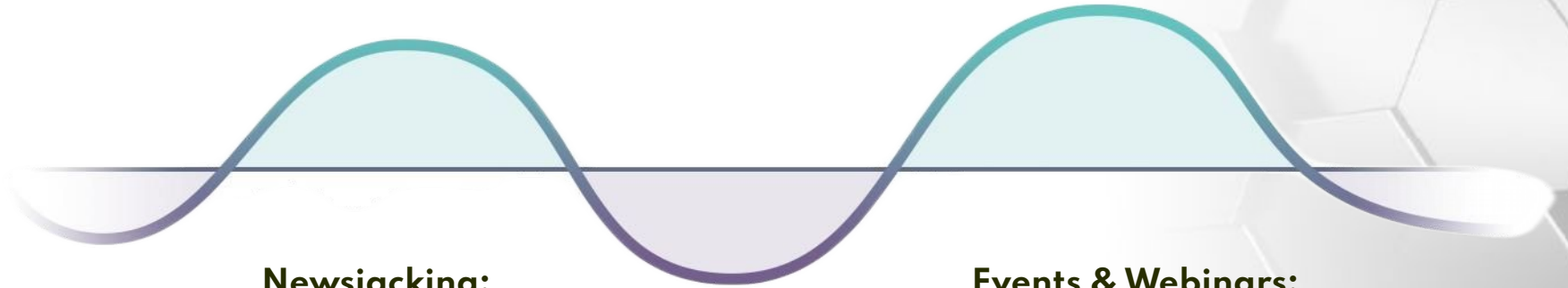
We use a “peaks and valleys” approach to create a steady stream of earned media

Announcement Example:

Series A Announcements;
Portfolio Company News

Announcement Example:

Podcast Updates;
Personnel Announcements



Newsjacking:

Hot Start Up Projections
Davos
Diverse Leadership

Events & Webinars:

CES
Web Summit
NAB

KITE HILL

PUBLIC RELATIONS

Our Approach to

Events & Awards

Events & Awards



Speakers Bureau

We would create a speakers bureau approach to 'earn' spots on key stages clients



Awards

We map out and pursue possible award programs can highlight company offerings and culture



Industry Event Management

Kite Hill assists in managing client presence at conferences, webinars, and executive roundtables



Owned Events & Experiences

We can create and manage signature events for clients to solidify their marketplace position, engage with stakeholders and elevate your industry expertise

Our Approach to Social Media

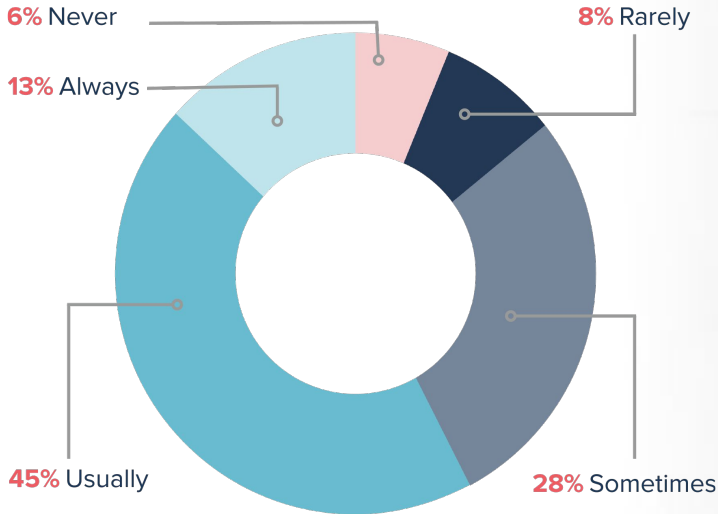
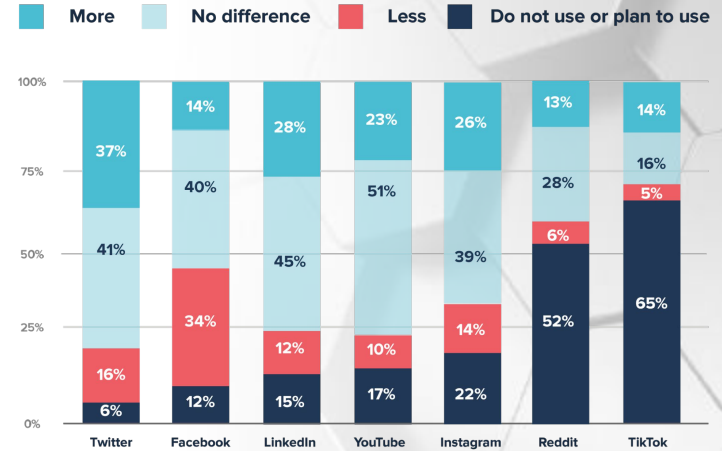
Social Media = The Modern Newsroom

The modern newsroom is
multi-channel.

In fact, 76% of journalists say
Twitter is the most valuable social
network for communications.

Journalists want to use Twitter
more (37%), followed by
LinkedIn (28%), Instagram
(26%), and YouTube (23%).

34% plan to use Facebook
less. 16% plan to use Twitter
less and 14% plan to use
Instagram less.



More than half
of journalists consult a
company's social
media *before*
reporting
on them

Social & “Owned” Newsroom Management

 4k



Collaborative Editorial Platform For Staging Owned and Social Media



Earned Media Amplification: Tight Integration of Paid and Earned



Inform Long Form Content and Blog Posts

Process & Measurement

Measurement and Analytics

Our data-driven approach leverages standard and customized metrics to inform our PR strategy. Leveraging media measurement platforms, **we focus on quality over quantity.**

1

Standard Tracking

- Real-time media monitoring
- Share of Voice (SOV)
- Volume/source of coverage
- Quarterly analysis

2

Customized Tracking

- Google analytics
- Sentiment analysis
- Social media
- Competitor analysis



Thank You!

Drop us a line

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