



Good • One

Good ideas build Good relations



- Meet Us
- Our values and philosophy
- The way we work
- Why us
- Good One PR offer
- Experience
- Working with the media
- Additional services for Clients
- Contact

PR is our business. We know the power of communication and its influence on your client's behavior. Being experts in the area of PR and marketing, we know what your client reads, watches, listens to, what he/she is talking about. What is more-we know how to catch him up.



Mission

Good One PR's mission is to provide high end solution in the art of public relations, fulfilling the individual needs of our customers. We achieve world class standards in combination with a fresh and motivated approach towards our business projects guided by our philosophy and the constant development of our team.

Vision

Our vision is to become a well recognized European PR Brand, which is connected with excellent quality and an innovative approach towards public relations. In the eyes of our employees we want to be a wanted employer offering an unique working atmosphere.

Our values and philosophy

Trust

Trust is the basic element between **Good One PR** and our client. It will ensure us to build sustainable business relations and reach communication goals.

Commitment

Getting involved in our tasks we become their part, here achieving success is our common goal.

Understanding

Understanding our client's needs, his brand, product or service gives us the possibility to find the most suitable PR actions for each individual client.

Independence

Being independent gives us the opportunity to see your business environment in an objective way, guaranteeing us freedom in creativity and full control of actions to be realized.

Optimism

Optimism – The way we realize our objectives. Optimism in the world of PR means to strive for new solutions, leading to the success of our clients.



Good One PR is a public relations agency specializing in delivering strategic solutions for business

In the opinion of **Good One PR**, strategic solutions for business are a complex approach towards each project.

Our approach considers elements like:

- deep client's recognition, his needs and business environment
- individual approach towards each project
- accurate choose of communication goal
- creating good ideas fulfilling communication targets
- adequate selection of communications tools
- professional communications management
- building permanent and constant relations with clients
- delivery of high level service satisfying our client



Only a good idea build relations, that transforms into success

- Our team has **experience in public relations and marketing**
- **We know PR and e-PR tools. It allows for efficient operation of traditional and modern media.**
- We build **Good relationship** between the Client and the media.
- **We act strategically and creatively to build** our customers' image in the media where is their target group.
- **We create a positive image** of the company inside and outside.
- **We have experience with large and small companies** from Poland and Europe.
- **Our staff have also worked at companies side** so they know very well what you expect from us.
- **Good One PR** cooperate with Interactive agency and event agency . All three agencies belongs to Good One Group.
- **Always measure our achievements** to let Client knows what they pay for.
- **We understand customer needs** and we know how to meet them.

Good One PR offers a full spectrum of services that will help you to create and support your Brand, and to expand your business. We know the power of public relations, but in order to deliver the desired benefits it has to be strategically prepared and correctly implemented.

INTERNET



PRODUCT



STRATEGY



RELATIONS



CONTENT



- **PRODUCT**

- Brand PR
- Marketing of products and brands
- Support promotion
- Audit and analysis of brand image
- Cooperation and meetings with the media
- Events
- Product placement
- Corporate Identity (CI)
- Monitoring and analysis of media
- Cooperation with leaders of public opinion and industry experts
- Competitive Analysis
- Positioning and repositioning brands



- **STRATEGY**

- External Communications Strategy
- Internal Communications Strategy
- Marketing Public Relations
- Corporate Social Responsibility (CSR)
- Creation and implementation of information campaigns
- Anti-crisis communication
- Strategies for promotion and advertising
- Sponsorship Strategies
- Start-Up - marketing and PR support for start-ups



- **INTERNET**

- Social networks (Social Media)
- Activities SEO and SEM
- Competitions on the Internet
- Business Blogs
- Online WOMM
- Building a community around your brand
- Creation of viral movies and games
- Organization of competitions on the Internet
- Viral action
- Create newsletters
- Web content management
- Online video broadcasts
- Setting up Intranet



- **CONTENT**

- Creating slogans and names
- Content web pages
- Writing texts
- Mailing
- Promotional Texts
- Creating graphics
- Video and radio productions
- Writing information and press releases
- Audit and analysis of content on websites



Our offer - RELATIONS

- **RELATIONS**

- Media Relations
- Public Affairs
- Press conferences
- Media monitoring
- Cooperation with the bloggers
- Shares trendsetterskie
- Buzzmarketing
- Brand ambassadors
- Press offices





People from our team worked for many brands and companies:

- Viessmann
- Kronopol
- Wódka Wyborowa
- Absolut Vodka
- Nikon
- Europejski Bank Inwestycyjny (EBI)
- Weselnymarket.pl
- Lufthansa
- Meyn
- Mars

Working with media

Ongoing cooperation with the media allows us reach the relevant media with appropriate Client's communication.

We cooperate and constantly develop our contact lists with the following types of media:

Press (newspapers, weeklies, monthlies, magazines and thematic, sectoral, etc..)

Internet (websites, community portals, Bloggers)

TV (traditional and Internet)

Radio (traditional and online)

We have constantly updated database of journalists from various sectors. Among other industries: food (FMCG), lifestyle, marketing, education, women, new technologies, automotive, financial, pharmaceutical and many others.

Additional services for Clients

Good One PR is one of three agencies which belong to Good One Group.

First is Interactive agency **BloomNet** (www.bloomnet.eu)

- web site design, blogs, newsletters,
- building online press offices
- image benefits of the Internet



Second is Event agency **Good One Event** (www.goodoneevent.pl)

- picnics
- team buildings
- conferences
- parties for companies
- parties for kids



Feel free to contact us. We would like to know your needs.



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