Toy Fair Online Press Room
Post Show Tips

How to get the most out of your
Online Press Kit

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PR Newswire
United Business Media

What You Will Learn

During this session, presenters will discuss how to:

- Continue to utilize your Toy Fair online press kit
- Read and make use of your Online Press Kit report
- Read your PR Newswire report
- Project what package will suite you for 2015

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Today's Presenters

Gina Espinosa
Event Marketing Manager
Virtual Press Office

Lisa Kopec-Miller
Account Manager
Virtual Press Office

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Making Use of Your Online Press Kit After Toy Fair

Your online press kit will be live for one year after the show, so why not use it!

- Add a link to your online press kit in your latest press releases and company material
- Link to your online press kit on your company website
- Utilize social media

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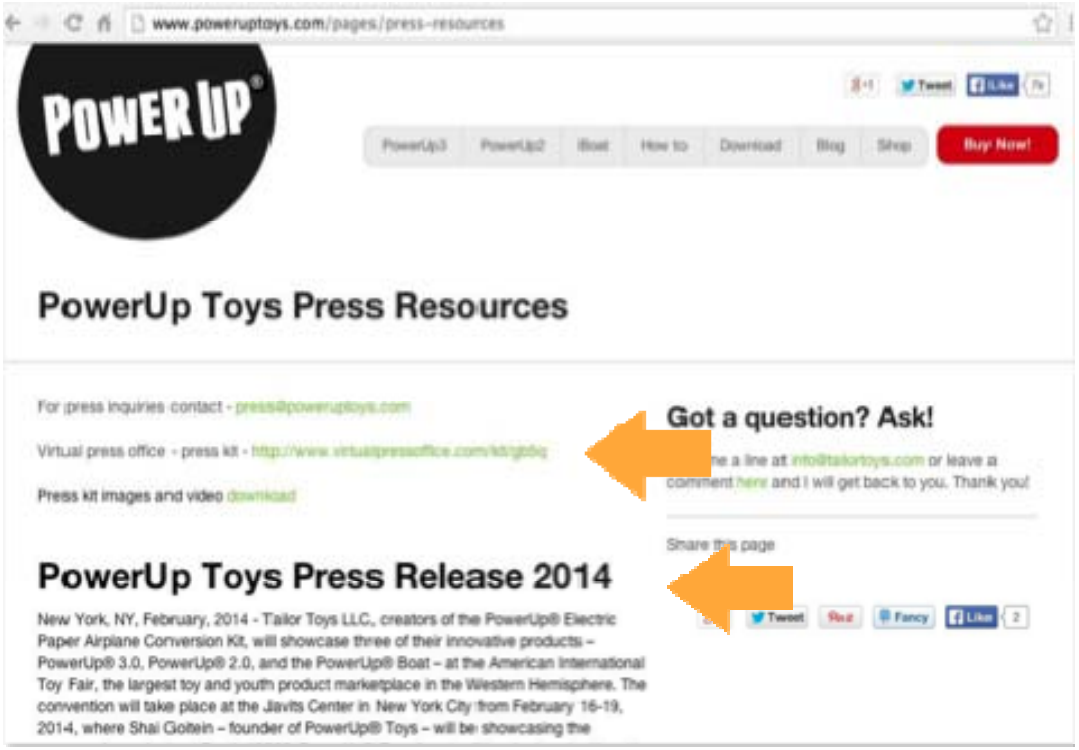
Link kit on your own sites



You've created great content for Toy Fair, be sure to make it easily available all year on your website!

Online Press Kit Reports

- Analyze data by region, industry, job title
- Easily export and break out data in excel for follow-up pitching
- And if you'd like to take follow-up to the next level, let's talk about the Newsjack….

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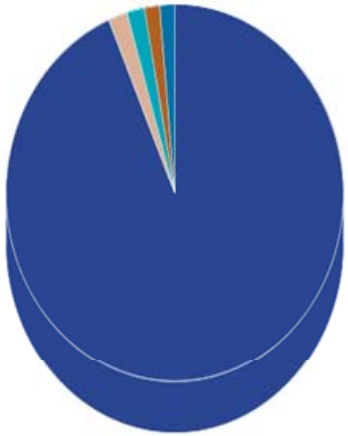
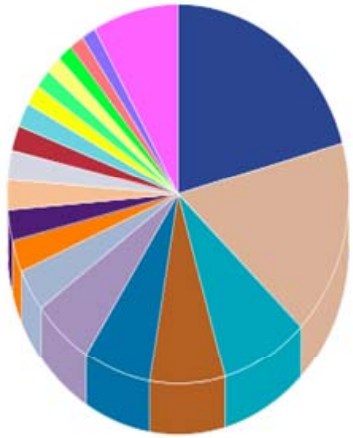
Categories



Toys	1002	94%
Toys	19	2%
Indoor	18	2%
Games, Puzzles, Cards	16	1%
Educational Products	15	1%

Geography



United States	207	21%
Germany	167	17%
France	84	8%
Spain	71	7%
United Kingdom	64	6%
Other	58	6%
Italy	36	4%
Belgium	27	3%
Canada	27	3%
China	26	3%
Brazil	25	2%
Australia	21	2%
India	21	2%
Austria	17	2%
Finland	16	2%
Mexico	15	1%
Indonesia	14	1%
Netherlands	14	1%
Switzerland	14	1%
Other	81	8%

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NewsJacking Challenge

Inject your angle into a breaking news story to generating tons of media coverage & social media engagement

5 Tips for Pulling Off a NewsJack

http://www.prdaily.com/Main/Articles/15940.aspx#
http://blog.prnewswire.com/2014/01/16/5-tips-for-pulling-off-a-newsjack-with-everyday-pr-tools/

1. **Stand out**
2. **Start with existing relationships**
3. **Mine your VPO press kit reports**
4. **Respond to queries**
5. **Branded media**

NewsJacking in action

- Select a current news story
- Find your company's related but unique position
- Pull a list of journalists that cover a related beat (research their recent tweets/articles)
- Present journalist you pitch
- Be your own journalists-
write a blog post and share on
all social media networks, wire, etc

Example: TIA announces top toy trends of 2014

-How does your company relate to this announcement? Find your hook, provide your expert

-Sift your new journalist contacts to find your target media to present your pitch

-Generate your own write-up on your blog, social media, wire release

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Top Toy Trends of 2014 Announced by Toy Industry Association (TIA), the Official Voice of Toy Fair

"Larger than Life" ... "RC Rampage" ... "Full STEAM Ahead!" ... and "Frightfully Fun" Among Top Trends

Share | More | Embed

NEW YORK, Feb. 17, 2014 /PRNewswire/ -- Supersized and classic toys, innovative RC vehicles, custom-built creations and zombie-inspired playthings are among the top industry trends of 2014, according to experts at the Toy Industry Association (TIA).

The trade group unveiled this year's hottest playthings during a packed seminar for media and buyers at TIA's 111th American International Toy Fair.

"Personalization and open-ended play are definitely the buzz words of 2014," said Adrienne Appell, TIA trend expert. "Whether kids are building with classic blocks, designing their own dolls, playing in virtual worlds, or 'mashing up' play patterns, toymakers are giving them more freedom than ever to play exactly how they want. Best of all, these value-packed playthings come at a variety of price points – we are seeing a great selection of both splurge-worthy items and very affordable toys to fit any budget."

The toys, games and youth entertainment products revealed at today's "Toy Trends Tea" seminar will be appearing in stores now through the Holiday 2014 shopping season. A video of the presentation will be posted on the Toy Fair 2014 and TIA websites (ToyFairNY.com /ToyAssociation.org).

A summary of the six top trends follows:

More by this Source

111th American International Toy Fair Opens Today in New York City - Unveils Hundreds of Thousands of Toys, Games and Youth Entertainment Products
Feb 16, 2014, 13:00 ET

111th American International Toy

PR Newswire Visibility Reports

- Online
- Engagement
- ReleaseWatch
- Media
- Multimedia

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Online Views

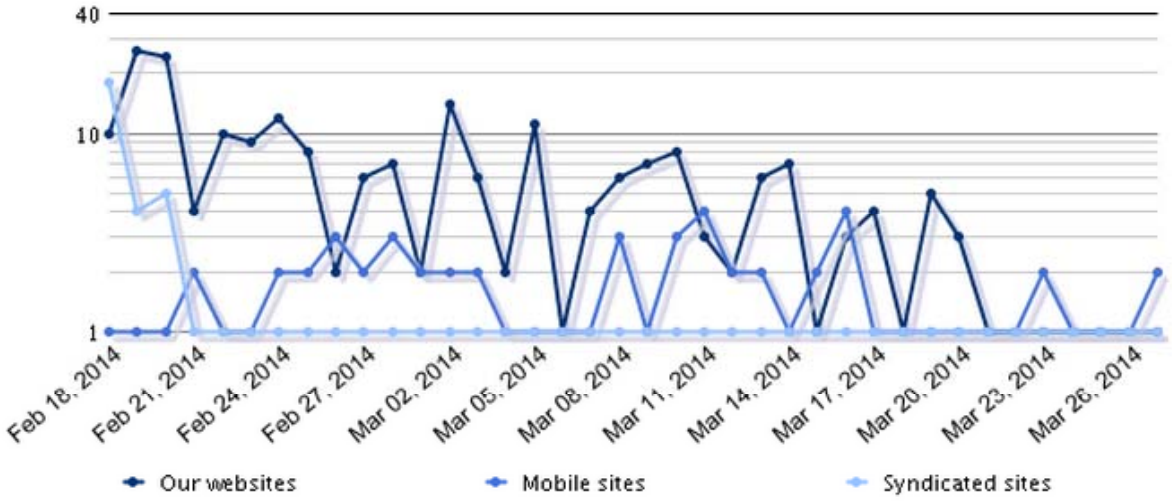
-What does this number mean? The total number of release views from our websites, mobile sites & syndicated sites

-Views of your release on our online network.

-Our international network comprises our own sites and many other sites who carry our news

Online Activity Trends

See when views of your release occurred.



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Engagement

-Answers the question: How did the audience interact with my release?

-URL click throughs

- Printing

-Emailing

-Shares on social media

-Note: organic search, check back 2 weeks, month, quarter

Engagement Actions Trend

See when your Audience interacted with your release.

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ReleaseWatch

-Answers the question- Where has my release been posted?

-Links to full text postings of your release on third party sites

-This is a sample, not a comprehensive report. Includes 200-400 links

-Value- Quality of reports- more postings from more quality web sites. Reports can be personalized and shared

ReleaseWatch Postings 319 Total

The details of each ReleaseWatch site that posted your release.

View Filter Options

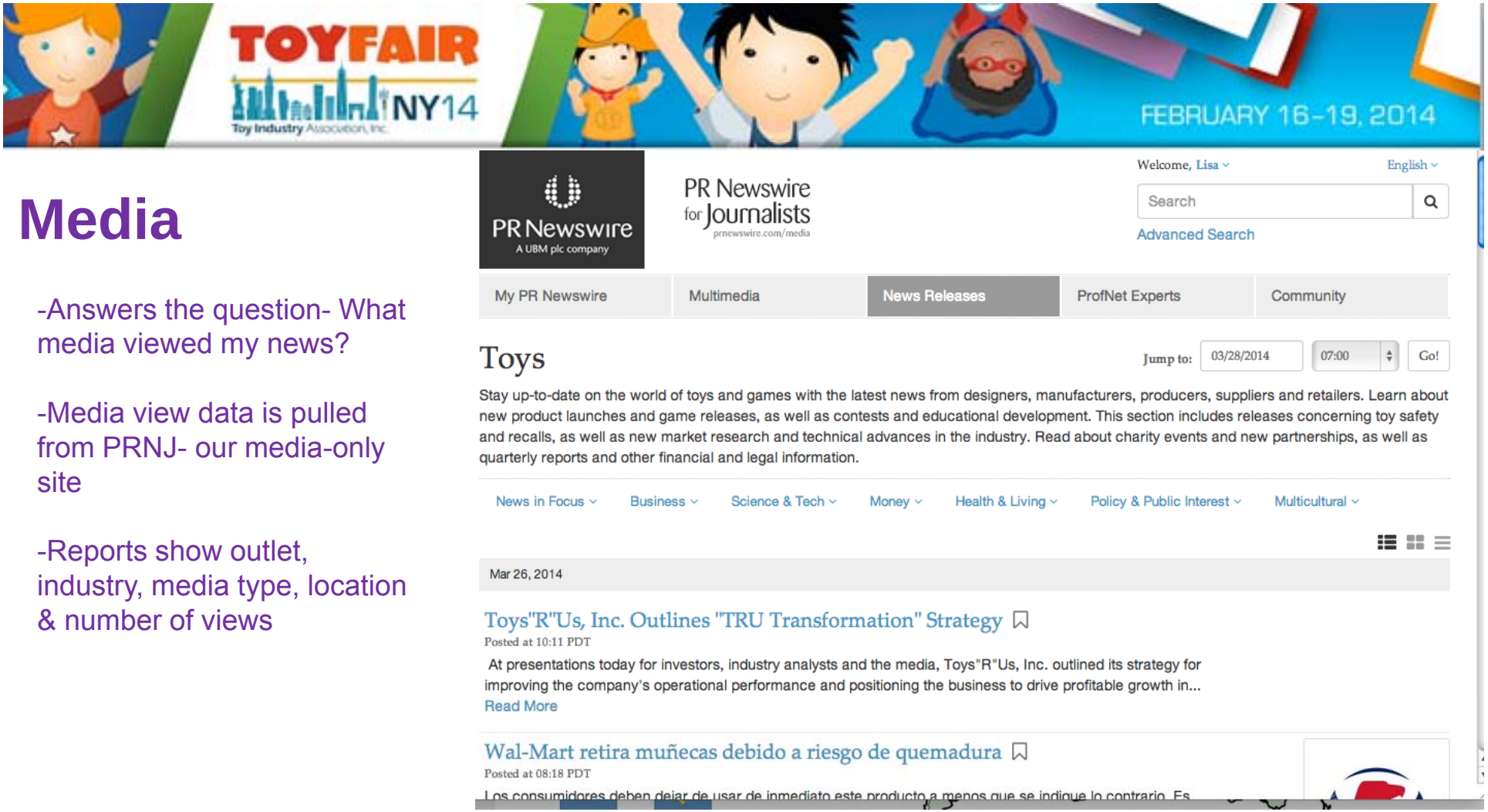
Logo	Site	Location	Media Type	Industry	Visitors Per Day
YAHOO! FINANCE	Yahoo! Finance Link to Release	United States	Portal	Other	51,804,000
The Business Review	Business Review (Albany) Link to Release	United States	Newspaper	Media & Information	389,000
Business Journal	Puget Sound Business Journal Link to Release	United States	Newspaper	Media & Information	389,000
REUTERS	Reuters Link to Release	United States	News & Information Service	Financial	617,000
boston.com	Boston Globe Link to Release	United States	Newspaper	Media & Information	561,000

Media

-Answers the question- What media viewed my news?

-Media view data is pulled from PRNJ- our media-only site

-Reports show outlet, industry, media type, location & number of views

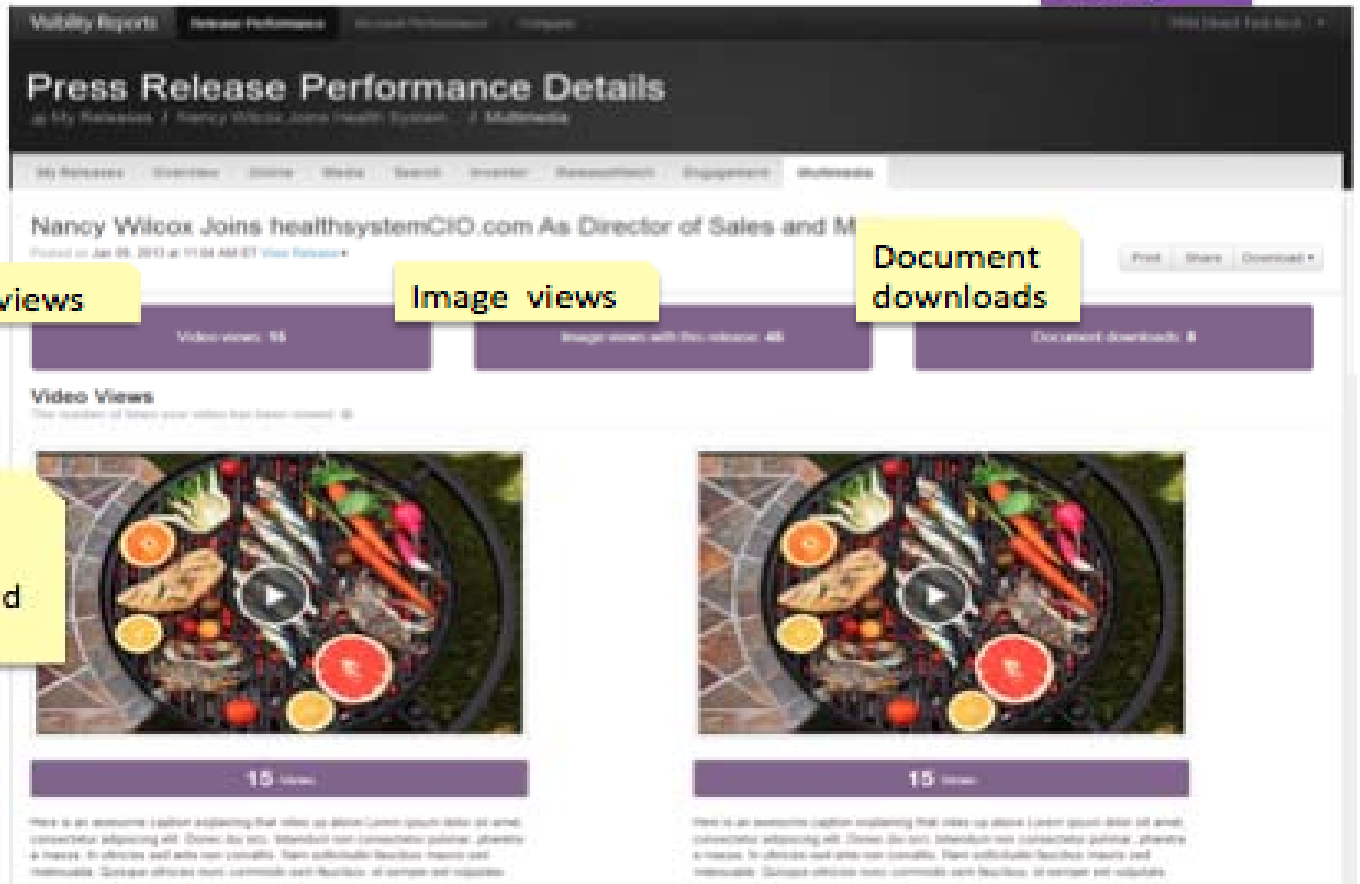


Multimedia

Answers the question
What media viewed my news?

Multimedia tab …

…Top



Video views – segmented by video

Multimedia tab ...

YouTube views

Video views from YouTube

15 views

...Center

15 views

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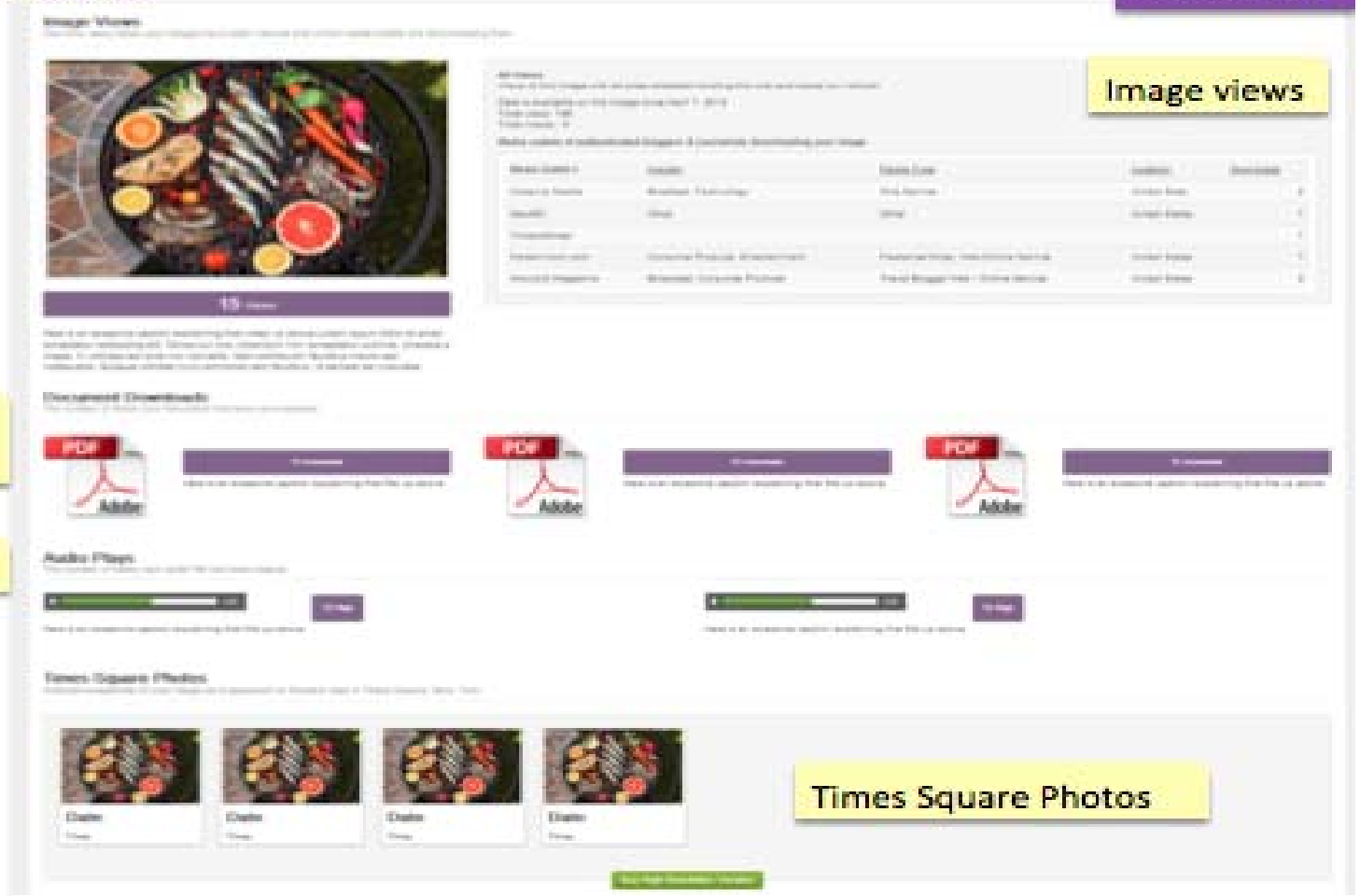
Visibility Reports

Multimedia tab ...

...Bottom



Looking Ahead

TOYFAIR NY15
Toy Industry Association, Inc.

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What distribution package will best suit your company in 2015?

Questions to ask:

- What will you be announcing?
- What audience are you trying to reach?
- Do you have multimedia to enhance your message?
- What type of post show reporting will you need?
- What can you budget?

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We're Here to Help!

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