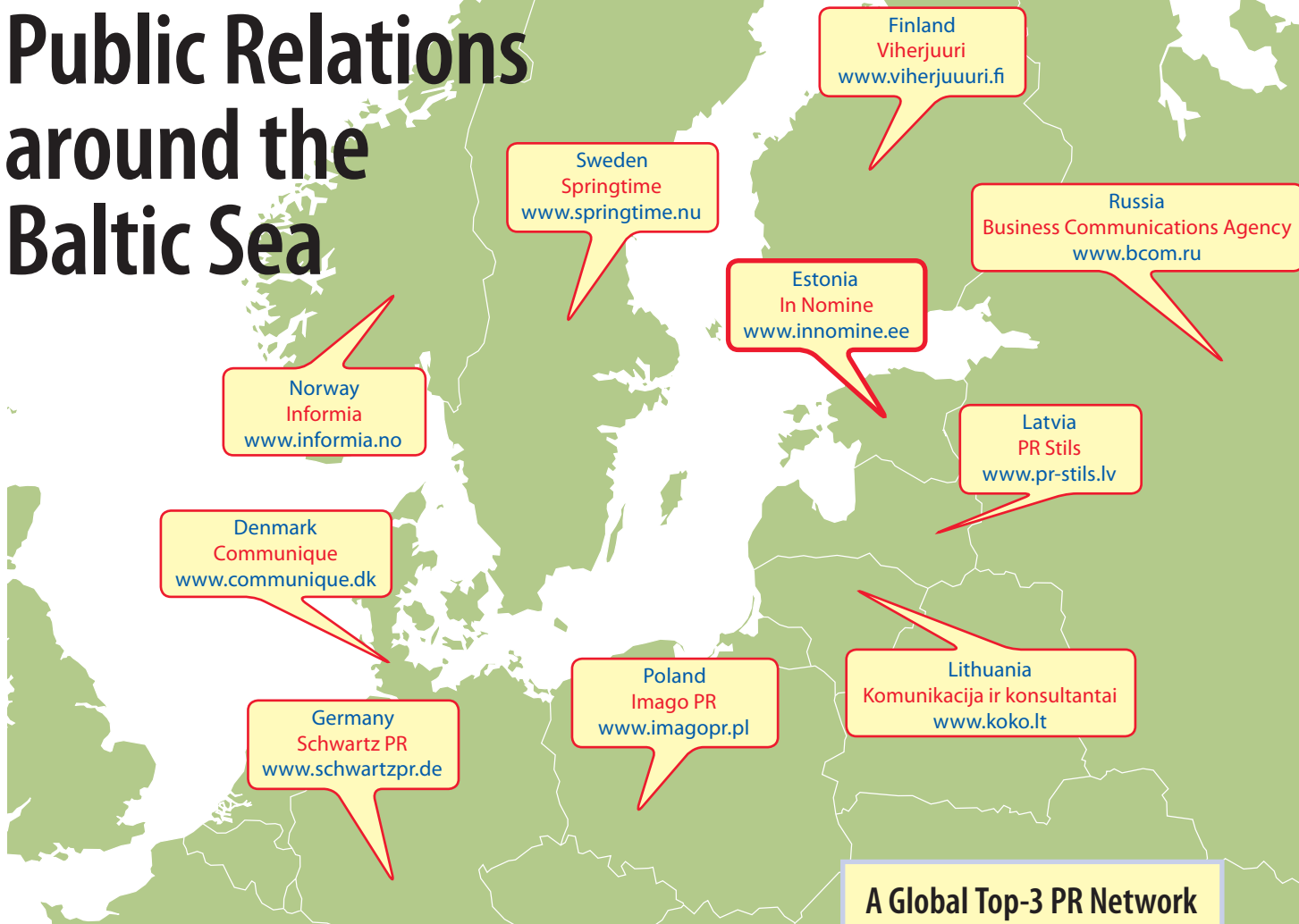


Public Relations around the Baltic Sea



Estonian PR company In Nomine presents:

Local Communications in Global Context

Our network, Eurocom Worldwide is a global alliance of independent, privately owned Public Relations agencies. Together, we form a global business-to-business communications solution provider with a focus on technology in its broadest sense.

Eurocom Worldwide offers unrivalled expertise in international communications campaigns executed by local people. With 29 member agencies comprising over 1,400 communications specialists and consultants in 64 national capitals and centres of commerce around the globe, there is no better network. Together, Eurocom Worldwide agencies combine to create shared services and implement international programs. This enables each partner to offer international capacity and expertise

to its local client base.

Further, Eurocom Worldwide agencies work together in supporting large, multi-national communications campaigns across multiple countries. Collectively we already plan & implement strategic & tactical communications programmes for over 2,000 clients around the world.

If you need to promote your company's activities to a multi-lingual audience, get in touch with In Nomine consultants on e-mail info@innomine.ee.

A Global Top-3 PR Network

Eurocom Worldwide was ranked as one of the Top-3 independent global public relations networks by Holmes Report.

In Holmes Report 250, the leading public relations agencies and networks are ranked according to their size and growth. Holmes Report compares a dozen global agencies and leading independent networks, placing Eurocom Worldwide in the third place among the networks. This result confirms the global reach of Eurocom Worldwide - a few years ago it was ranked the fifth in the world by PR Week UK.



Eurocom Worldwide

The Global PR Network

Eurocom Worldwide in the Baltics

In the Baltic States public relations as professional targeted activity started to develop fast in the 1980-s. To foreigners Estonia, Latvia and Lithuania may seem very comparable countries with similar people. But from the viewpoint of public relations, there are some differences in putting PR into practice because of varying habits, attitudes and working methods.

Latvian PR company PR Stils invited In Nomine to join Eurocom Worldwide and in 2002 we joined the membership. Our mutual Lithuanian partner Komunikacija ir konsultantai affiliated Eurocom Worldwide in 2008 though we had had common projects for a number of years already. We have done projects in collaboration for international companies such as Johnson & Johnson, Logitech, New Vision, Pfizer, Procter & Gamble, Schneider Electric etc.

ESTONIA

The main PR services are media relations, event marketing, PR combined with advertising. Today there are about 15 PR companies on the market. PR field is still in growth, although the progress is quite modest at the moment.

The channels of communication are rapidly changing and becoming more cosmopolitan, for example e-marketing, e-media etc. The new channels are particularly substantive to attract the attention of younger audience.

LATVIA

The main PR services are media relations, product promotion and strategic consultations. There about 20 PR companies on Latvian market.

The changes of the world of media and consumer behaviour have a strong impact on the development of PR as

well. The circulation of information has become very intense and saturated and that is why the competition for gaining the attention of the audience is heavy.

LITHUANIA

Most important PR services are media relations. Today there are about 45 PR companies on Lithuanian market.

We presume that media relations will maintain its strong position but still the „e-mania“ has a strong impact on PR industry. Still, at times it is evident that PR in e-environment is more effective than using classical tools.

Another important recent trend is that companies are more concerned about including PR consultants in high-ranking decision-making process. In conclusion one could say that the PR industry in Lithuania grows alongside with its economy.

Estonia, In Nomine, www.innomine.ee

Heikki Sal-Saller:

„I can say that there is an active demand for PR services in Estonia. Some companies consider PR as an alternative to advertising and others simply take it as an instrument of communication. It is common that companies prefer to receive all desired marketing services from one destination and we aim to meet their demands.

Clients from other countries usually wish to embrace all Baltic countries – this is when we together with our Latvian and Lithuanian friends render them an offer which they cannot refuse.“



Latvia, PR-Stils, www.pr-stils.lv

Inga Latkovska:

„The huge growth of PR market stopped in 2007 at modest 10% compared to ca 40% in previous years. The reason for that is the stabilization of the market. A small growth still exists, but this is mostly in terms of quality, not the amount.

In recent years the role of media has changed quite a lot. Specialized media and online media have become much more influential than they used to be. Due to economic slowdown in the region, e-versions as an alternative to printed media have been rapidly developing. We are constantly surveying the working mechanisms of e-structures, but on the whole we focus on more targeted and planned communication instead of just using media as a communication channel.“

Lithuania, Komunikacija ir konsultantai, www.koko.lt

Andrius Kasparavicius:

„Lithuanian business is very much related to its neighbours Latvia, Estonia, Poland and Russia. Many of Lithuanian PR agencies either have partners or are associated with the agencies from these countries.

The Baltic States – Lithuania, Latvia and Estonia – are sometimes regarded as one business region and it is very valuable to have one PR partner covering all three countries.“



Case Study: Promoting Concrete



One of the best concrete buildings in 2007, Lotte kindergarten in Tartu, Estonia.

Since 2000 the Association of Construction Material Producers of Estonia and the Concrete Association of Estonia have organized the contest “Concrete Building of the Year” in Estonia. The objective of the contest is to promote concrete as a modern and durable material and highlight the slightly buildings that exhibit the advantages of using concrete as a construction material.

In 2002 the promoters of the contest

have chosen In Nomine as the PR partner and the cooperation has been successful for 7 years.

Our work in the matter of the contest starts in September, culminates in March next year with the Concrete Day and ends in June with the last media coverage about the contest.

In addition to composing press releases, generating articles and interviews on TV and the radio, In Nom-

ine has produced supporting materials for the project. A video film has been shot about the awarded buildings which makes it much easier for the head of the jury to characterize the buildings at the awarding ceremony.

Video films make the event more attractive to different news channels as well. Smaller channels often lack of camera resources and providing them with the video material of the awarded buildings and a detailed press release about the viewpoint of the jury, it is much easier to get the desired media coverage.

Since 2005 we have issued a special edition about the event focusing on the constructions that have taken part in the contest and including the articles about concrete as a construction material. The publication has been circulated as an insert in the magazine Eramu ja Korter and for the last 3 years in a popular daily newspaper Eesti Päevaleht.

Our PR work in cooperation with the activities of the Concrete Association of Estonia, has invested much in the reputation of concrete as a construction material. In the 90-s this material was not widely appreciated by public. Today the advantages of concrete are much more acknowledged and it has become one of the most exquisite materials considering its large range of usage.

Mart Riikoja
Toomas Kään

In Nomine client survey 2008

38% of companies increase expenditures on marketing

This autumn In Nomine conducted an opinion survey among its present and former clients. The clients were expected to express their attitude towards public relations and readiness to spend on public image, also their attitude towards all marketing expenditures in 2009. Correspondence was 29 out of 60 – nearly 50%.

The first good news is that 38% of businesses plan to increase expenditures on marketing, 45% proceeds with the present expenditures and only 17% tends to decrease the sums spent on marketing. As expected, 65% of businesses spend 5-10% of their marketing budget on PR. 45% of respondents are planning to increase that amount. Most businesses figured that the function of PR is to improve the public image of the organization. PR was also considered an effective to rise public awareness about an organization, product or service. The third most popular opinion was taking PR as an efficient alternative to advertising which we, of course, favour the most.

We were also interested in the future of the field of PR and therefore asked

PR services that businesses have used previously

Composing press releases and articles	82.8%
Organizing an event for clients or workers	69.0%
Promoting spokespersons in media	51.7%
Organizing a press conference	44.8%
Organizing a campaign comprising PR, advertising and other means of marketing	34.5%
PR campaign promoting a product	31.0%
Lobby	17.2%
Crisis communication	13.8%
Internal communication	10.3%
Media training	10.3%

Source: In Nomine client survey 2008

about the services that our clients think they would need the most. The respondents expressed their need for press releases, writing articles, media coverage about their events, press conferences, spokespersons. Organising PR campaigns promoting a product or service including other means of marketing was also important. In the future business may additionally need help with

organising seminars and conferences, composing publications, photo and video services, lobby work, media training and crisis communication. Internal communication and organization of exhibitions and trade fairs was considered less relevant. We used an easy web-based solution named Surveymonkey to conduct this poll.

Heikki Sal-Saller

PR is everywhere!



PR-doctors of In Nomine

In Nomine is an Estonian public relations company that was founded in 2001. Our consultants are all experienced journalists and public relations professionals and they are also members of Estonian Public Relations Association. We are also known as PR-doctors as we can help Your company with different medical conditions. Our clients

PR-doctors of In Nomine have lately treated the following clients

- ◆ Association of Construction Entrepreneurs of Estonia
- ◆ Association of Construction Material Producers of Estonia
- ◆ Boehringer Ingelheim
- ◆ Coface Estonia
- ◆ Enterprise Estonia
- ◆ Estonian Development Foundation
- ◆ Euronics
- ◆ Itella (previous Finland Post)
- ◆ Johnson & Johnson
- ◆ Linxtelecom

are involved in various fields of business such as construction and industry, unions and associations, logistics, health-care, state authorities, technology.

Our core business is still media relations but during last couple of years we have expanded our portfolio of services and today we can say that now we are a communication company.

- ◆ Scandinavian Airlines
- ◆ Stoneridge Electronics
- ◆ Sweco
- ◆ Thermisol

PUBLICATIONS

- ◆ Commemoration book about the former head of Eesti Põlevkivi "Mati"
- ◆ Yearbook of Environmental Inspectorate

ADVERTISING

- ◆ Advertisements of credit insurance company Coface in printed media

- ◆ Advertising campaign for the construction material producer Silbet in various construction magazines

E-SOLUTIONS

- ◆ e-newsletters for the law firm Hedman Partners
- ◆ Software for Johnson & Johnson Vision eye drops, called „eye saver“

EVENTS

- ◆ Contest of the Concrete Building of the Year
- ◆ Cornerstone for 16 000 m² warehouse of Itella Logistics
- ◆ Award gala of the tourism contest EDEN 2007 by Enterprise Estonia

FAIRS/ EXHIBITIONS

- ◆ Exhibition boxes for the construction material producer Silbet in Tallinn, Riga and St. Peterburg

PR company In Nomine

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