



Rolls-Royce Motor cars launches Phantom Coupe in San Francisco



## MULTIMEDIA MARKETING & SERVICES

Today, business success depends on distinguishing your brand and your message among the millions of others cycling through social media sites, tweets, blogs or news pages. Businesses and consumers have eagerly embraced multimedia marketing. Your competitors are getting more creative with it, and so must you.

newscast is comprised of award-winning photographers, video producers, designers, Web developers, editors and experienced communications professionals with the highest-level of national and international media experience. We know your business success in today's brief-attention-span world depends on speed, accuracy and compelling content that instantly appeals so your product message and your brand get noticed by the right prospects or other influencers.

newscast has the professionals and global resources to produce and distribute unique content that will ensure your marketing thrives in today's multimedia world. Being relevant in the marketplace is a constant challenge that newscast will help you win.



NRG Solar Ring at MetLife Stadium

## VIDEO PRODUCTION

At **newscast**, our knowledgeable production professionals recognize that value from any video project comes from the ability of clients to deliver their message to multiple audiences utilizing the many delivery options available to them. Our production capabilities include Web and social media video, b-roll packages, corporate video, VNRs, PSAs and EPKs.

## WEBCASTING

Reach a small, private audience or thousands of consumers, investors, association members, students, or media with a live or "on-demand" webcast. By broadcasting your event over the Web and through social media channels, you reach your target audience wherever they may be, and on your terms. Features ranging from participant registration, password protection and Q&A allow you total control, as well as the ability to interact with your audience.



Executive Portraiture

## DESIGN SERVICES

At **newscast**, we feel design is as important to a project as the video, still images and other content that is used to tell the story. For that reason, **newscast's** design team is involved in the project from the beginning to ensure that look is captivating and consistent. From graphic design to infographics, from brochures to blogs, **newscast** can refresh and energize your image, create something new or standardize your brand across different marketing platforms.

## MOTION GRAPHICS

Communicate important information through visually compelling content using motion graphics as standalone or part of video packages. Bring infographics to life and make them interactive.

## SOCIAL MEDIA

Social media is instant and runs 24/7. Minutes after a news conference or event begins, information, video and images are being shared with thousands through social media. **newscast** can help deliver that content with onsite, real time photo editing and delivery as well as live webcasting and quick turn video editing so your message is out on social media instantly.

## MEDIABLAST

Multimedia Press Release  
Reach your target audience with multimedia content across different platforms. Our



William Lynch introduces New Nook Reader

mediablast service custom delivers your stills, video, audio, and text to the Web, television, radio, social and print media as well as direct to consumer. From social media, blogs and news sites to traditional media, the breadth of our relationships translate into measurable results for our clients.

## SATELLITE MEDIA TOURS

Communicate your message live from a single location with multiple television news programs around the country. A SMT is an extremely effective way to reach the widest possible audience over the course of just a few hours. Let **newscast** help to determine if a SMT is the right communications platform to engage your audience.

## STILL PHOTOGRAPHY

At **newscast**, we believe still photography and the influence of visual imagery is an important



Addidas launches World Cup soccer ball in Times Square

element of any sustainable PR brand and marketing strategy. **newscast** excels in the distribution of images to newrooms through our longstanding relationships with photo editors and reporters around the world. We pride ourselves on creating impactful images that resonate with your target audience—from visuals to support your media campaigns to collateral materials, including annual reports, brochures and executive portraits.



Madame Tussauds Fab Four Traveling Exhibit

## RADIO

Radio still remains a top source for news during morning and afternoon drive-times, and is a cost-effective platform to target specific demographics. Radio Media Tours allow you live interview opportunities with multiple stations around the country over the course of a few hours. RMTs also provide flexibility, as your spokesperson can conduct the interviews via telephone from anywhere. With approximately 12,000

radio stations in the US, airing programming 24/7, stations are constantly looking for informative content for both on-air and online platforms. For a small investment, Audio News Releases deliver powerful results. Your 60 second ANR is placed on hundreds of radio stations around the country and can reach millions of listeners.



Mark Wahlberg Webcast for new product line with GNC