



Rocket Media Communications Brings Unique Event 'Nomad Universe' to International Spotlight with Cision

CISION[®]

CASE STUDIES

Rocket Media Communications Brings Unique Event 'Nomad Universe' to International Spotlight with Cision

Rocket Media Communications specializes in crafting media and communication packages for a unique set of customers. Their niche market includes government organizations such as international ministries of tourism and economy. They excel at creating engaging and thoughtful content for International events. To make sure their content reaches a wide but targeted audience, Rocket Media chose to partner with Cision PR Newswire.

90TH

PERCENTILE FOR TOTAL
VISIBILITY WITHIN
THEIR INDUSTRY

6,100+

RELEASE VIEWS
(92TH PERCENTILE IN
THEIR INDUSTRY)

86TH

PERCENTILE
ENGAGEMENT IN THEIR
INDUSTRY



Left: Michael Grabner & Right Christoph Gretzmacher at Director's Meeting in advance of opening ceremony

The Challenge

When the World Ethnogames approached Rocket Media to handle the promotion of their new upcoming festival 'Nomad Universe' in Saudi-Arabia, Michael Grabner, CEO of Rocket Media Communications jumped at the opportunity.

“We had a very short timeline and have had experience making huge events but in such a short time period is something I haven't experienced in 17 years,” said Grabner. “In addition, there isn't a lot of good news coming out of Saudi-Arabia so we knew this event would be a great opportunity to bring some positivity to the region.”

The Solution

Grabner and his team created a multi-faceted campaign to maximize their reach and bring awareness to the event.

First, Rocket Media went on location to shoot the content. The strategy for the content was to focus on the uniqueness of the event.

“The main thing is to communicate the message that 100 countries and 130 ethnicities met in Saudi Arabia to have a very peaceful, interconnected event,” said Grabner. “It was very beautiful to watch this, where 2,000 people

from 100 countries came together to enjoy the festivities. We focused on covering the event itself and brought in the country as a secondary component.”

Given that the host country could be perceived as a sensitive topic, Grabner and his team used their experience with government communication strategy and looked from a crisis communication angle to make sure the event was broadcast in a positive light.

Second, Rocket Media had to ensure their message would be distributed through cross-media channels reaching their audiences directly or through earned media. They utilized their global TV-distribution of 6,500 TV-stations and -networks to air multi-lingual TV documentaries & TV news, which have already been broadcasted at 550 TV-channels globally.

Finally, Rocket Media turned to its long-time partner PR Newswire to package all their content for online and wire distribution.

“We didn't know what to expect from the project, so we chose a broader way to reach media with a Multichannel News Release,” said Grabner. “All multi-media assets are included in one place which makes it extremely easy for the media and we can distribute the content in multiple languages which was perfect given the nature of this event. The Multichannel News Release is a great, well-rounded product.

The Results

» EVENT RECOGNITION AND POSITIVE NEWS OUT OF SAUDI ARABIA:

With a short timeline, Grabner and its team had to rely on their expertise promoting international events to master the promotion and get everything done on time.

When the event started on March 9th, the entire event was executed beautifully, it was very impressive,” said Grabner.

The story was well received by the media. “The media output confirms our opinion that it is a great story,” said Grabner. “We made it clear that it has nothing to do with politics; it’s all about people and bringing cultures together.”

» A UNIQUE EVENT GENERATING SERIOUS MEDIA RESULTS:

The Multichannel News Release was the perfect avenue to complement Rocket Media’s communication strategy for the event.

“You can make a great TV spot for a product, but to promote an event or even a country you need more than a TV spot,” said Grabner. “We specialize in creating and distributing the TV and multimedia content, but PR Newswire brings in additional channels such as print, online and social media with its Multichannel News Release. In my opinion this is the best possible platform. The text is available in all languages, the video is short and impactful, as it should be for online and social media, perfect press-pictures and additional information including press contact. **Everything a journalist needs in order to make a great story is included in a Multichannel News Release.** That is why outlets like USA Today and Forbes decided to cover the story.”

”

“We made it clear that it has nothing to do with politics; it’s all about people and bringing cultures together.”

— Michael Grabner, CEO of Rocket Media Communications

SOME OF THE RESULTS FROM THE MULTICHANNEL NEWS RELEASE INCLUDE:

- **TOTAL VISIBILITY:** 90th percentile for news in their industry.
- **ENGAGEMENT:** 86th percentile engagement in their industry based on click-through, shares, etc.
- **TRAFFIC:** Over 6,100 release views (92th percentile in their industry) which showcases that SEO/reach was especially high for this event compared to others in the same industry.
- **AUDIENCE:** 96th percentile in their industry which showcases high editorial consideration and consumer engagement alike.

“We had huge success with the Multichannel News Release with PRNewswire,” said Grabner. “We’re very happy with the initial results we received.”

» **GREAT SERVICE FROM A TRUE PARTNER:**

By partnering with PR Newswire, Rocket Media can always find the right fit for its diverse communications needs. For this project, the Multichannel News Release enabled Rocket Media to reach an international audience and package all their online content along with their press release into one easily digestible format.

“The reason why I decided to go with this main partner is because PR Newswire provides everything else besides our television communication services and has this personal direct exchange with professionals. You can work in a very fast and professional way,” said Grabner. “PR Newswire is the best partner, and I have a lot of experience working with other wire services”

Next Steps

Rocket Media will continue developing the communication strategy for this event over the next 10 years. With more time to prepare, their strategy for next year is to have a pre and post communication.

“We will do a lot more prior to the event next year, starting 4 to 6 months ahead of the event,” said Grabner. “The main focus will be social media, and online platforms.” When asked what advice he would give to PR professionals looking to achieve similar success, Grabner said: **“Understand the bigger picture and look beyond messaging that tells the consumer or viewer what to do and how to do it. People want to be communicated with in different ways. Always tell a story; they need a story.”**

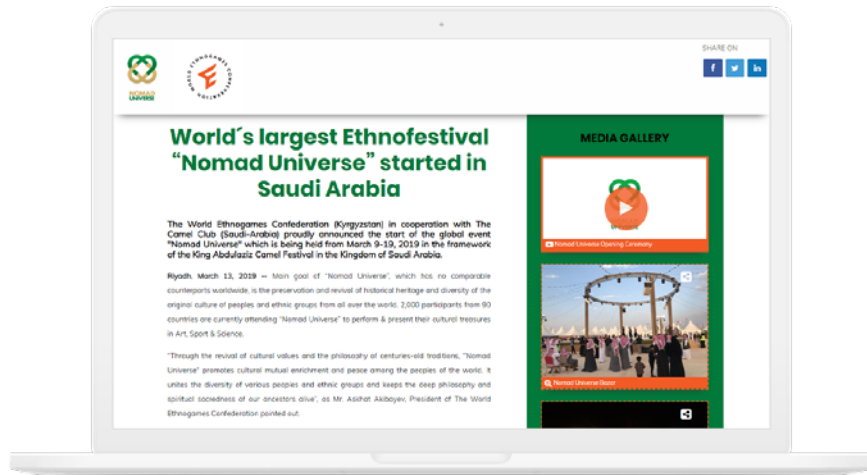
“Cision has a lot to offer and I feel like we just started scratching the surface on what we can do.”

— Michael Grabner, CEO of Rocket Media Communications



The Customer

Based in Austria, Rocket Media Communications is a highly specialized producer and distribution partner for TV- & online content with excellent international references. The agency produces tailored, editorial TV formats for economic locations, tourism destinations and socio-political concerns and ensures coverage of up to 6,500 television stations & networks around the world. Visit www.rocketmedia.at.



ABOUT CISION

Cision Ltd. (NYSE: CISN) is a leading global provider of earned media software and services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has over 4,000 employees with offices in 22 countries throughout the Americas, EMEA, and APAC. For more information about its award-winning products and services, including the Cision Communications Cloud®, visit www.cision.com and follow Cision on [Twitter @Cision](https://twitter.com/Cision).

LEARN HOW CISION CAN TRANSFORM YOUR COMMUNICATIONS

866.639.5087
130 E Randolph St., 7th Floor, Chicago, IL 60601
Copyright © 2019 Cision Ltd. All Rights Reserved.

