



Building a Global Brand for Fractus means getting visibility in its target markets

How a specialist developer achieved quality coverage for a highly technical product in a global market

Fractus is the pioneer developer of fractal antenna technology for wireless devices – from mobile phones and mobile TV to Bluetooth headsets. Its marketplace is both specialised and global with products, based on patented technologies, used by leading OEMs and ODMs around the world.

Fractus originally chose PRNewswire, a traditional news wire service to distribute its press releases, but quickly looked for a more targeted news distribution service to circulate its press releases to the specialised media in its niche markets. It needed a more personal service that could also provide high quality translations for what is a highly specialised product set.

Individually created lists profiled precisely to target media

Fractus selected the Targetwire global distribution service. Targetwire gave Fractus more control over the distribution of its press releases with individually tailored lists, targeted by country, by market and by journalist to ensure maximum response rates. Translations are done overnight by technically competent nationals in the local country to ensure high quality.

The very first release that Fractus sent out achieved 149 quality cuttings across EMEA, Asia-Pacific and North America. Fifty per cent in English-language journals, with the other half published in local languages in France, Italy, the Netherlands, Austria, Switzerland, China, Japan, Korea, Russia, Spain and Germany. Sixty per cent of the cuttings were high quality featured pieces, rewritten news items, bylined pieces and blogs. As more releases have been sent out through Targetwire, the number of by-lined and featured pieces has grown.

Stories reach target media to build long term journalist relationships

Fractus achieves high quality cuttings – not just the simple online pick-ups that traditional wire distribution services usually produce. Targetwire's 'spider' tracks and pdf's all Fractus' online clippings as part of its service, and sends them direct to the client.



About Targetwire

Targetwire is the world's first fully profiled global news distribution service enabling you to distribute your press releases instantly onto the desk of every journalist in your target market on the right day, at the right time, in the right language, ensuring maximum response rates to your release.

We profile our distribution to your target markets, by country, by market, by journalist, sending the news release from your company as an e-mail and add your company's logo and contact details with a direct hyperlink to your website or landing page. This maximises brand building of your PR campaigns and gives your release **Pole position every single time**.

And we contribute to inbound marketing and off-page search engine optimisation by also distributing your release online and to social media such as Twitter

Targetwire is a flat rate service (based on the number of countries) without the need for subscription, with no text limits or 'hidden' charges for logos, or links.

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