

ART PRESSE COMUNICAÇÃO EMPRESARIAL
Bussiness Communication Services

Presentation

WHO ARE WE?

A Art Presse Comunicação Empresarial is an agency founded in 1976 to provide business communication services. It is run by Oswaldo L. Pepe, a lawyer with postgraduate training in communication, and Ricardo Costa Braga, a journalist. It operates with a staff of journalists, public relations officers, communicators with training in marketing, students from a range of different fields, interns, and support and administration staff.

For the last 28 years we have served customers in various fields, particularly involving communication and information technologies, capital markets, business associations and consultancy firms, medicine and biotechnology, logistics, fashion, art, culture, behavior and sport.

Our guiding principle is that an advisor must become a specialist in his customers' area of business, be ethically irreproachable, take a preventive and defensive attitude, and always be on the alert for opportunities to expedite and propose action in a climate of partnership and synergy with our customers.

We occupy our own two-floor building on Alameda Jaú in the Jardins district of São Paulo City, and are served by fixed and mobile telephone lines, e-mail, fax and high

speed Internet broadband services. Our site is www.artpresse.com.br.

Introduction : *How we see our services and the market*

Communication Should Be Unified - In general terms, our guiding principle is that communication should be brought together company-wide in an overall plan designed to unify communication activities in all departments.

But That Does Not Always Happen - Very often we are called in exclusively to handle communication with the press, or an event, or material for publication - in isolation from any other communication services the company may be using.

Isolated Problems vs. Process - Sometimes companies have an occasional problem that needs to be solved by some immediate relationship with the press. That may yield short-term results, but it is far more productive to set up a press relations process with a view to returns in the medium and long term.

One Good Service Deserves Another - Normally our contact with customers takes the form of a first consultation or briefing focussed on a single service; press advisory assistance, for example. Very often, while providing that service, we are called on to offer communication solutions for other areas of the company - institutional, products and services - with a view to unifying its communication processes.

In Short - Ideally, the entire communication function should be operated as a single whole. The reality though is that companies tend to solve their problems separately, using several different agents in the process.

Crises With Repercussions in the Press - Less likely, but not improbable, is for us to be approached in crisis situations, generally involving public repercussions. We have proven experience and procedures for these cases: action is rapid, effective and ethical.

What makes us different?

Background - We started our activities as an office organizing cultural events. Our success attracted business customers without our having to alter our approach, attitudes or procedures. Communicating on the basis of our experience in cultural activities enabled us to perceive in advance how behavior and technology were evolving to generate new markets, a new relationship between business and customers and a new - and obligatory - ethical stance.

Advisory Services as an Instrument of Marketing - With these developments, marketing came to need communication tools with a strong ethical component, capable of communicating with credibility and of fostering trust. Press advisory services can and should function as a tool in marketing as well as in overall business communications planning.

Complementary Services - Press advisory services function a lot better when complemented by and integrated with other communication instruments, such as events, publications and public relations services. Marketing thus gains communication that is cohesive, coherent and complete within the field of advertising.

Planning and Strategy, a Defensive Attitude - From the moment a company brings in ethical communication, the advisory function must introduce elements of planning and strategy allied to a defensive view of the medium and long term, with an weather eye to behavioral phenomena. Know-how and experience in these areas cannot be improvised and can make the difference between a communication advisory function and a press news distribution service.

Experience with Publicly-traded Corporations in Brazil and Abroad - Communicating for companies of this kind calls for knowledge of specific sets of rules and standards, allied with a perception of the economic importance of information, and consequently demands attitudes and procedures of the utmost trustworthiness.

WHAT SERVICES?

These detailed descriptions will give a specific idea of each service and its applications.

- Communication Consultancy

Consultancy, monitoring, preparation (and/or commissioning and monitoring) of studies, research, surveys, preliminary projects, projects and budgets. Structuring or restructuring of communication by area, department, product or service.

- Communication Planning and Strategy

Evaluation of company, product or service image; design, operation and planning of communication strategies with emphasis on unifying internal and external communication services - including advertising, promotions, merchandising, consumer relations, etc.

- Press Advisory Services

Ideally this service is concerned with setting up a process of communication between the company and professional communicators in the national and international press, with a view to building, refining and maintaining (a) the company's business image and (b) a

channel of communication between the press and the company so as tacitly to secure a continuous presence in the media. At the same time, this service is also used to publicize product and service launches, and can be operated jointly with other communication instruments such as events, publications and PR services. It is not uncommon for these services to serve as the basis (or support) for press advisory activities.

Very Often the Reality is Quite Different

That is the ideal scenario, but very often the reality is quite different. For example, a company needs immediate press exposure for a product or service; it wants to publicize plans and projects urgently; it wants to refute published information; it wants to start its communication policy through a press advisory function; it wants a press office but has no clear idea of the best way to use that service; it wants to cut advertising costs and thinks that an advisor could help, and so on. The variables are endless and in these cases we examine each case and we prepare and present options with compatible costs, seeking a common denominator between the company's briefing and the characteristics of each communication tool.

- *Press Advisory Services in Crises or Emergencies*

It is not unusual for a company to find itself caught up in critical situations that leak to the press. At these extremely delicate moments, potentially involving significant losses, experience, clear goals and rapid action are fundamentally important.

We have dealt with a number of situations of this kind - always successfully - and have developed a specific framework for action to solve these situations - or to handle them objectively - in the shortest time possible.

This part of our work rests on the fact that the professionals in the various areas of our company or connected with it (lawyers, political consultants, publicity agents) are involved in, and have technical training for, dealing with the press and other counterparts in planned, coordinated and clearly focussed actions.

- Publications and Site Content

We have twenty-eight years' experience in researching and producing content for special editions, books, magazines, newsletters, and other publications - and more recently for web sites. At the same time, we offer services - including events and promotions - to ensure that this content actually reaches its public.

Our earliest services involved organizing cultural events, notably a series of exhibitions ("Poucos E Raros") of books and special editions. We went on to produce books of poetry, art, sports (aerobics, surfing, mountain biking) and content for catalogues, magazines and newsletters, for subscriber TV (Globocabo, NET Brasil, NET SP, NET RJ, SKY), for preventive medicine (Vitamin Box), for business associations (ABICAB and ABIS), for consultancy firms (Andersen Consulting), for fashion and events (News Meetings, Surf & Beach Show, Beach & Bikini Fashion Show), for the logistics sector (Post News), motorcycling (Sr. Motociclista) and now, recently, for Internet sites (NET S. Paulo/Clubinho NET).

- Events

Events are (a) an efficient form of communication in themselves, (b) a support for parallel or complementary marketing, press advisory and public relations activities

and (c), in the form of cultural and sporting events, an important marketing tool.

We have a great deal of experience in events of all kinds, and regularly organize events for the press and for our customers' marketing needs. Our experience in cultural and sporting events centers on activities planned as a function of marketing strategies and with a view to reaching clearly defined target publics, in order to create, amplify or reinforce perceptions and the image of companies, products and services.

In addition to the creative component, every detail in the production receives special attention: the choice of venue and type of event; the nature and form of invitation - including delivery; the kind of reception; a study of the venue and the opportunities for circulating and meeting; decoration; special attractions and their careful placing in the event; offers and gifts, and their timing; duration; arrangements for closure.

- *Public Relations*

In countries like the USA, all the services we present here - including the press advisory services - are incorporated into what is known as Public Relations or simply "PR".

In Brazil, press advisory services are still seen as separate from "PR", but it is gradually coming to be understood

that all a company's non-advertising communication activities can be usefully be brought together under the title of Public Relations - or Targeted Communication or Social Communication.

In short, the services we provide are Public Relations in both the narrow and broad senses described here.

Areas We Operate and Who Our Customers Are or Were

- *Subscriber TV (Globocabo, SKY, NET Brasil, NET S. Paulo, NET Rio, Globosat, Hallmark Entertainment Network, Universal Channel, SporTV);*
- *Technology (Multirede Informática, Matrix , Virtua, Gazeta Esportiva.Net, DirectNet, DTCom);*
- *Consultancy and Law Firms (Andersen Consulting, Lopes da Silva & Guimarães, Ribeiro & Guimarães, ABASC);*
- *Capitals Market in Brazil and Abroad (Globocabo);*
- *Multimedia Producers (TV1);*
- *Free Radicals and Antioxidants (Aplacom, Roche, ABIVITA);*
- *Candies and Foods (ABICAB-Associação Brasileira da Indústria de Chocolates e Balas, Warner Lambert, Vepê, Brasfanta);*
- *Personal Hygiene (Kenko do Brasil);*
- *Sports (Nestlé/Bliss, Adams/Warner Lambert, Cory, ABIS, Revista Fluir, Waves Promoções, Gessy-Lever/ Atkinsons, Sagarmatha Waldemar Niclevicz);*

- *Industry and Trade, Plastic Arts (Café Paris and Café do Bexiga, Humberto Tecidos, Roche);*
- *Fashion (Surf & Beach Show, Beach & Bikini Fashion Show, ABIS, Hawaiian Dreams, The Philipinnes, Cannon Shoes, Town & Country, Plancton);*
- *Books and Special Editions (Instituto Goethe, Solar Grandjean de Montigny);*
- *Cinema (São Paulo International Film Festival, CDI);*
- *Logistics (TNT, Intercouriers);*
- *Automobiles and Motorcycles (Chamonix, Sr. Motociclista);*
- *Philosophy (Bravo! and República magazines, Editora D'Ávila);*
- *Publishing (Trip Editora, Revista Fluir/Editora Azul, Waves Editora);*
- *Foundations and Open TV (Fundação Cásper Líbero, Rede Gazeta de TV);*

- Prices and Costs - An Overview

Our prices are on a par with the Brazilian market. The process of contracting begins with a briefing from the customer from which we draw up a pre-project. Once this has been discussed, modified and hopefully approved, we go to work.

The price is divided into fees and costs. Fees are charged on a monthly basis for a pre-agreed period - generally a year - with two-month's notice allowed for cancellation or modification of the contract.

Costs include general expenses such as communication tariffs, graphic and photographic material, meals, accommodation and travel and related expenses. The values are easily specified in advance. We prepare detailed reports on each expenditure.

Should any unforeseen expense arise - or should the amount of any planned expense be abnormally high - our procedure is to obtain prior approval for the expenditure.

A Word on Prices: Confidence

The main stumbling block to any business deal is not the price nor the need for the service. It is the fear of making a bad deal. That is why it is so important to create an image that produces a perception of reliable, serious, honest business.

We share these concerns with our customers and prospects, because we too could get involved with and invest in the wrong customer or project. We will thus not agree to provide services to projects that to us seem either dubious, unrealistically (under- or over-) priced or unlikely to be properly implemented or successful - however great the initial attractions.

- Technical Details

Team: Oswaldo L. Pepe (lawyer, postgraduate studies in communications, sports enthusiast) and Ricardo Costa Braga (journalist, sports enthusiast); along with specialists in communication and journalism, public relations and marketing, plus students and interns in these fields and administrative staff.

Head office at Alameda Jaú 1506, first and second floors, CEP 01420-002.

Tel: (+55 11) 3064 2915 - Fax: (+55 11) 3062 8400.

Direct lines - Oswaldo: 3060 8785; Ricardo: 3064 6390.

E-mails and site

ricardo@artpresse.com.br;

oswaldo@artpresse.com.br;

oswaldo.pepe@pressrelations.com.br

www.artpresse.com.br