

EDITORIAL

my editorializer, the best brand journalism solution

By JÉRÔME & PIERRE DONCIEUX

RELAXNEWS, AFP AND PUBLICIS MEDIA reveal *my editorializer*, the best brand journalism solution, at VivaTech and Cannes. The platform provides a toolkit of services to respond to the needs of today's brands by equipping them with a strong network of journalists, surveillance tools, high-quality editorial content, verified sources, editorial consulting and distribution services.

my editorializer represents a unique combination of data, content and editorial services that together provide added editorial value to owned content and the possibility of further extending that content into engaging, paid content via native advertising, making it the best paid, owned, earned brand journalism solution. The added value of *my editorializer* lies in its toolkit:

My Radar: a tool as much for surveillance as for trend spotting and research. The tool aggregates articles that are currently buzzing or have been trending in the past 48 hours, and provides data-driven graphics displaying top keywords associated with a search and top sources related to a particular topic, allowing the user to discover new topics, people, and products to keep an eye out or keep an eye out for what's being said about your brand or the competition.

My Content: an informational feed made to scan, read, download and share content written by AFP and Relaxnews journalists, organized by theme and published around events that get audiences talking. Available and sharable content includes photos and photo slideshows, videos and articles with statistics and studies that subscribers can share or use in their own content creation. Covered themes include: hi-tech, beauty, culture, tourism, sports, food, fashion, cinema, business, breaking news, and more.

My Services: include a tailored calendar, a space to order branded or personalized editorial content creation, and an active live chat feature or consulting services that bring the expertise of editorial content strategists to subscribers' fingertips.

My Content@Scale: thanks to the integration content@scale, a Publicis Media global solution, *my editorializer* offers a seamless transition from owned to paid media.

***my editorializer's* ambition: unite the brand journalism community**

The platform aims to provoke exchange between members of the brand journalism community by providing a not only a tailored brand journalism platform, but a forum for discussion on the topic. Members of the brand journalism community will subsequently be able to chat and engage with various innovations and topics for discussion. •

Breaking news!

RELAXNEWS,
AFP & PUBLICIS MEDIA:

THE BEST BRAND JOURNALISM SOLUTION



 | myeditorializer



my editorializer responds to challenges faced by brands in the age of ad blockers, fake news and "ethicsgate"

In a time when traditional paid media must submit to rising consumer intolerance of advertising and news sources are accused of producing "fake news," the moment is right for "brand journalism" – journalistic content taken from an informational feed or tailored to a particular brand or organization – which represents a major opportunity for brands that need added editorial value.

The added editorial value provided by my editorializer is founded on three main principles:

• **Smart:** the editorial platform offers key tools for content creation in one place; it creates, aggregates

and organizes high-quality journalistic content adapted to its clients' business needs, using a paid, owned, earned distribution approach.

• **Fast:** keeping in mind that brands must produce relevant content for its audiences and monitor trends at lightning speed, the platform provides content aggregation and anticipation features that allow users to identify trending topics, keywords and sources in real-time.

• **Reliable:** with a verified network of over 2,000 journalists, more than 30,000 verified sources and a strong foundation in journalistic ethics, platform users are guaranteed content that has been proof-read and fact checked.

A unique editorial network



2,000 JOURNALISTS | 200 OFFICES | 150 COUNTRIES | 80 NATIONALITIES

Get access to a network of over 2,000 journalists all over the world thanks to the partnership of Relaxnews with AFP (3rd global news agency) and Publicis Media Content. Altogether, we produce content in 150 countries and more

than 5,000 contents per day with strict policy on the quality of our contents and their rights for exploitation and distribution. We also aggregate more than 30,000 qualified sources so you get the most relevant and factual information.



my editorializer, proof of the common desire of Relaxnews, AFP and Publicis Media to respond to the needs of brand journalism

Publicis Groupe has great ambitions for content, pushed forward by Publicis Media Content under the leadership of Belinda Rowe, Global Head of the Content Practice. These ambitions motivated the purchase of the Relaxnews news agency in June 2015 and the extension of the partnership with the AFP that followed. Consequently, Publicis agencies around the world are now able to

distribute AFP solutions. According to Belinda Rowe, "Content is now central to our clients' marketing needs and therefore for the Groupe. my editorializer responds directly to our need to provide clients with customised content tailored to their owned channels, whether that's for their regular customer communications and channels or for us as part of events."

MY EDITORIALIZER'S AMBITION: THE

my editorializer

Whether you need help building your #editorial strategy, #editorial distribution, or assessing your

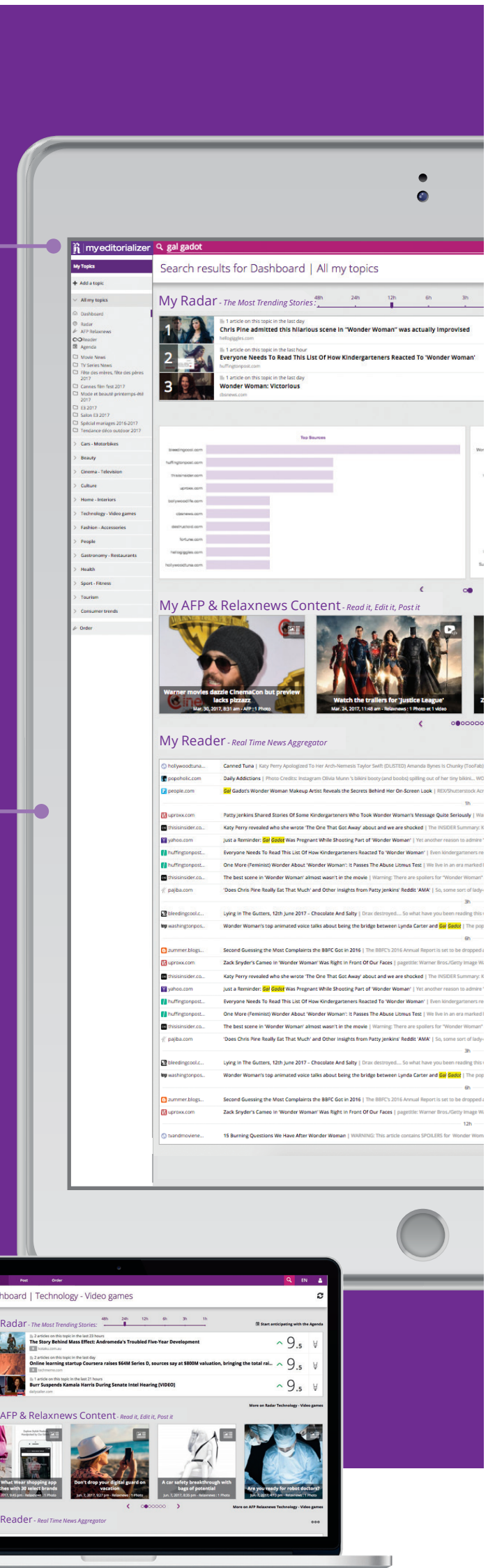
MY RADAR

- ✓ **Trend spotting and surveillance** (social scoring) allows you to discover new products, topics and people to keep an eye on or talk about
- ✓ Know what medias say about you or your competitors to **adjust your social and content strategies**
- ✓ **Anticipate your production** thanks to My Calendar (more than 2,000 events)

MY CONTENT @SCALE

With the integration of this Publicis Media tool, brands can:

- ✓ **Transform their owned editorial content into paid media** thanks to distribution via native advertising
- ✓ **Drive relevancy with licensed and customized content** (article endorsement)
- ✓ **See proven results** including: conversion efficiency, online ad awareness, brand perception, return on investment



BEST BRAND JOURNALISM SOLUTION

myeditorializer solutions

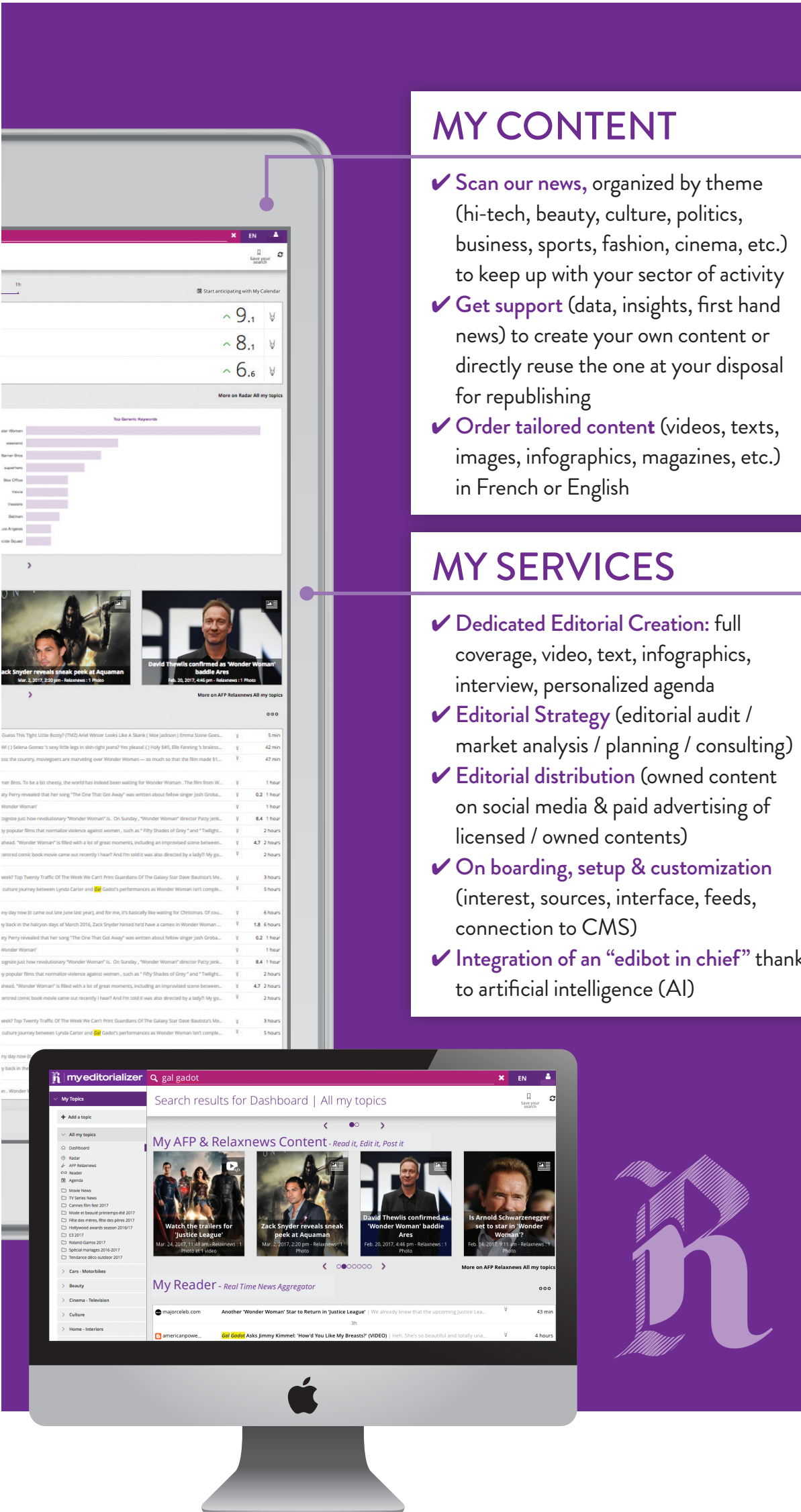
strategy, #editorial creation, #editorial technology, for your current needs, we have the solution!

MY CONTENT

- ✓ Scan our news, organized by theme (hi-tech, beauty, culture, politics, business, sports, fashion, cinema, etc.) to keep up with your sector of activity
- ✓ Get support (data, insights, first hand news) to create your own content or directly reuse the one at your disposal for republishing
- ✓ Order tailored content (videos, texts, images, infographics, magazines, etc.) in French or English

MY SERVICES

- ✓ Dedicated Editorial Creation: full coverage, video, text, infographics, interview, personalized agenda
- ✓ Editorial Strategy (editorial audit / market analysis / planning / consulting)
- ✓ Editorial distribution (owned content on social media & paid advertising of licensed / owned contents)
- ✓ On boarding, setup & customization (interest, sources, interface, feeds, connection to CMS)
- ✓ Integration of an "edibot in chief" thanks to artificial intelligence (AI)



myeditorializer offering & pricing

myeditorializer, a business model ranging from freemium to personal licensing and paid distribution via content@scale

RADAR	STARTER	PRO	CHAMPION
1 user content consultation 2 categories from \$89/month	1 user 20 contents ready to use 2 categories from \$189/month	5 users 50 contents 3 categories Account manager follow up call each month Free on boarding training Setup of 1 customized filter from \$589/month	20 users unlimited contents 10 categories Account manager follow up call each month Free on boarding training Setup of personalized platform (3 improved filters / sources / backoffice / interface) ask for a quote

+ PERSONALIZED SERVICES

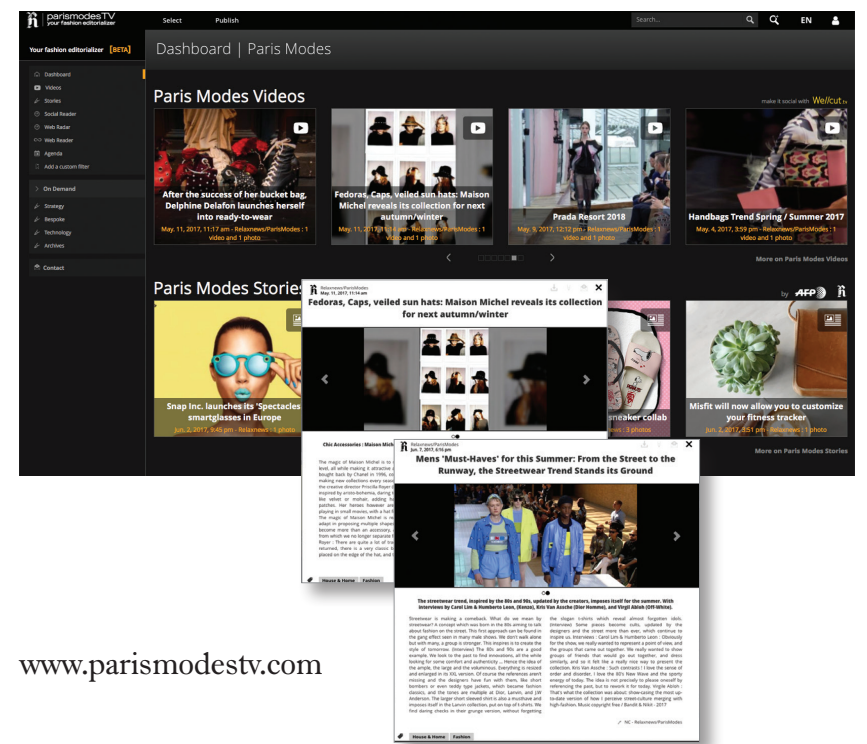
- + Dedicated Editorial Creation (full coverage, video, text, infographics, interview, bespoke agenda, translation)
- + Editorial distribution (owned content on social media & paid advertising of licensed / owned contents)
- + Editorial Strategy (editorial audit / market analysis / planning / consulting)
- + On boarding, setup & customization (interest, sources, interface, feeds, connection to CMS)

myeditorializer relies on a business model offering payment options on a sliding scale, giving subscribers the freedom to choose the services most adapted to their needs. New subscribers may test the platform via a freemium access, allowing full access to content for 15 days. Following this period during which all features can be tested, offerings begin at 89€ (before tax) per month for access to the platform's surveillance tool, my radar. Myeditorializer also offers package deals, including "starter," "pro" and "champion." The options range in the number of users who can access the plat-

form, the number of contents that users can republish and the categories that can be referenced. Additionally, packages vary in service offerings, extending practical usage and learning services including: on-boarding training, monthly customer support calls, live chats with an expert and advanced tool integration. Outside of the package deals, the possibilities available for customized editorial content are endless. Other à la carte services include: editorial advising, bespoke content creation, coverage of a particular event or occasion, technological services and community management. ●

parismodesTV, your fashion editorializer

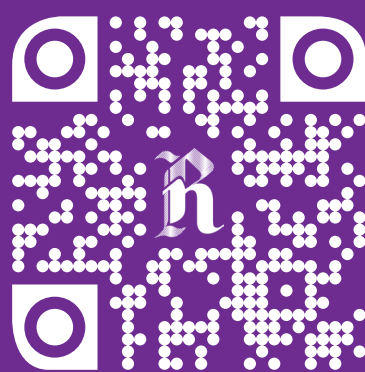
A customized version of the platform with a focus on luxury and fashion





myeditorializer

smart • fast • reliable



#myeditorializer

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