



success through communication



Solid know-how, international contacts

Daylight Public Relations International is a PR agency with its headquarters in the German city of Dresden, an up-and-coming hub of business and technology.

We are passionate about media and public relations (PR). Our knowledge of the sector is excellent and we have an outstanding network of contacts throughout Saxony, Germany and the world. Daylight PR brings your company into the public eye, hones its profile and cultivates your relationships with the media (print, TV, radio and Internet), organisations and opinion leaders. Our proficiency, coupled with many years of experience in the business, allows us to provide a wide range of communications services to companies and organisations in various industries.

These services range from small, individual projects to complex campaigns based on long-term marketing and PR strategies. Wherever you want to raise your company's profile or maintain its image, Daylight PR is the partner you can depend on.

We don't do 'off the peg' PR because we know that each customer is unique. We develop solutions that are tailored to your requirements.

Two partners, one successful team

Working with Daylight PR opens up a great many opportunities to you. We place emphasis on fostering a close and fair partnership with our customers. Why? Because transparency and continuous cooperation are key factors in defining the themes and messages crucial to making your company's communications a long-term success.

We listen carefully to what you say and evaluate your past, current and planned activities. You set the goals and we pave your way to them...



Long-term success through professional, bespoke product or business communications services from one source.

Good media and public relations is about much more than just focused editorial work or occasional contact with the media. Professional PR is strategic, holistic and enduring. At the same time, it must also be proactive, spontaneous and extremely dynamic. With this in mind, the daily focus of Daylight PR is on 'showing face' and always being 'on the ball.' We can function as your company's external press office, editorial office or we can provide expert consulting. We take your company's message to the outside world, raise your profile, foster important relationships for you and boost your image. We make this possible by maintaining constant contact with your target and dialogue groups. Daylight PR helps you to use publicity to maximum effect for your company's success. Why not take advantage of the services we have to offer?





Individual, transparent and continuous

As a full-service agency, we take care of all of your product and business communications issues. We plan strategically and act with precision.

Daylight PR has up to 69 individual services at its disposal to ensure that you receive a package tailored to achieving successful product and business communications. We develop bespoke PR activity plans (concepts) for you at fair prices, run your media relations and media planning, or we produce and publish texts aimed at specific target groups. For example, these may include press releases, user reports or professional articles. We also carry out PR activities

at trade shows and organise press conferences, surveys and photo shoots. Of course, we are happy to pass our knowledge on to you and run training sessions, interview coaching and seminars on the fundamentals of PR. If your company requires documentation that is both professional and appealing, look no further.

Daylight PR can produce brochures, press kits, flyers, newsletters, company magazines and much more. If you want to find out how to make use of the massive potential locked within internal communication, Daylight PR has the answer. We can analyse your communication culture and supply individual solutions for newsletters, intranet portals and employee events.

Use our bespoke services to get the attention your company needs and gain the edge over your competitors.



Our strategy for your success is clear and simple: we ensure the continuous presence of your company's image and highlight its unique qualities.

PR makes all the difference

"One cannot not communicate." These were the wise words of renowned communications expert Paul Watzlawick and they ring true to this day. Regardless of what you write or say about your products, it will influence people's perceptions. Even silence is open to interpretation by customers, competitors, the media and opinion leaders.

Why not contact us? Communication is our bread and butter and we are experts in the field. We would be delighted to represent your company and help it to achieve business success.

"Together, we define your dialogue groups and your messages. A well planned and focused communications strategy is the only way to steer the perceptions of your target group. Equally, you can only expect to bring your products successfully to the market if you are known to your customers. Because PR makes all the difference..."

- Do you want to raise the profile of your company and products?
 - Do you want people to write and talk about them now and in the years to come?
 - Are you looking for a cost-effective PR partner?
- ! Then we are the ideal agency for you!

Daylight Public Relations

International


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