

PREPPING PRESS KITS

A LESSON IN MAKING PRESS KITS



AVNU.CA

YOUR PRESS KIT IS A WAY OF PROMOTING THE PRODUCT OR SERVICES YOUR PROJECT CAN PROVIDE, IN A VISUALLY APPEALING WAY FOR MEDIA, INVESTORS, AND POTENTIAL CLIENTS TO LEARN ABOUT ALL THAT YOU HAVE TO OFFER. IN THE PAST, ONE WOULD HAVE TO HIRE SOMEONE TO COORDINATE THE CREATION OF A PRESS KIT, BUT IN THIS SECTION YOU WILL LEARN HOW TO MAKE ONE YOURSELF, THAT NOT ONLY CAN BE USED AS A TRADITIONAL PRESS KIT (THAT IS PRINTED AND HANDED OUT) AS WELL AS AN ELECTRONIC PRESS KIT (YOU GUESSED IT...A DIGITAL FILE TO DISTRIBUTE!). OFTEN TIMES PRESS KITS WILL BE FORMATTED WITH AN EMPHASIS ON CREDENTIALS BEFORE ANY OF YOUR PRODUCTS OR SERVICES ARE SHOWN. WE'RE GOING TO FLIP THAT AND SHOWCASE IT WHILE BUILDING SUPPORTING EVIDENCE AROUND IT.

BEFORE WE BEGIN

In order to create a press kit that can be used both traditionally and digitally, we will be creating an interactive PDF using Adobe InDesign. We'll also be using Adobe Photoshop for any graphics that we plan on using in the press kit. Any version of these programs from CS3 onwards should be suitable. If these programs are not available to you, [Adobe allows for limited trials that allows for the full functionality of their programs to be used](#). Finally, it would be a good idea to review this whole section and prepare all your written content on a word processor before putting together your press kit. Having your edited and finalized text ready beforehand will help for layout purposes. We will know exactly how much space will be required for text and can design accordingly.

Assuming your content is ready to go, and you have Adobe InDesign and Photoshop open, we can set up our parameters. We will be using Photoshop to create page designs, and we will be using InDesign to put together the press kit. Follow the instructions below to setup your press kit dimensions and your page dimensions on InDesign and Photoshop, respectively. Both settings are inputted after you go to File and then Create New Document.

Adobe InDesign

Number of Pages: 12
Facing Pages: Checked
Page Width: 33p0
Page Height: 51p0
Margins: 0 (All)
Bleed: 9p0 (All)

Adobe Photoshop

Page Width: 5.5 inches
Page Height: 8.5 inches
Resolution: 200
Colour Mode: CMYK

BEFORE WE BEGIN

Now that we have our pages in front of us, we should be able to fill it with content. Leave your first and last page on the InDesign document for your front and back covers and use Photoshop to create them.

Once you've created a design, save it as JPG or PNG and then drag that file into InDesign. This will leave just the content pages to focus on. Remember to have your branding and social channels open in this process as you want to make sure it is consistent with every other piece of material you put out. Note down the exact colours used in your project and use Photoshop to create a page background. Make sure it fits your brand colours and that it is really simple, as this is the background to your press kit. It shouldn't be too detailed as it may take away from the content that is placed on top of it. Once done, simply save it as a JPG or PNG and drag and drop it in to all of your content pages.

If you are not well versed in the world of Adobe InDesign, breathe easy. There is a wide selection of great tutorials to get you up to speed on all its features. [TastyTuts provides an excellent beginner series on YouTube.](#)

Quick Tip: good function makes for good design. Preparing a well formatted press kit will go a long way in the overall look and feel of your press kit.

From this point onwards, it is assumed that your front and back cover pages are finalized and placed in your InDesign document. Furthermore, your background page design is also applied to all of the content pages. Review the following three examples of layouts that others have used.

SECTION 01 - PROJECT PROFILE

This is the part of your press kit where you show people who you are, what you stand for, where you are coming from, and why your product/service matters. Your profile should be engaging and concise, and accurately show the personality of your brand. The purpose of this section is to give a brief but engaging overview of your project's profile, purpose, and context.

It is key to include your mission statement, vision, and objectives in this section. Having done so will provide that clear and concise information that your reader is looking for.

Before you highlight those areas, make sure to weave your story through this section as it emphasizes why your project exists and is needed right at the start. Being able to answer this confidently, while letting your reader know what your project is all about, is a great strategy. In doing this, you create a tone that a reader can connect to. The following two examples illustrate the difference it makes when you weave a story into your profile.

Bad Example: Skype's mission is to make sure you can see and talk to people you care about.

Good Example: Skype's mission is to be the fabric of real-time communication on the web.

SECTION 02 - PORTFOLIO

Getting straight into your work is a great approach to the flow of your press kit. After explaining your story to the reader, displaying what you have worked on is the next logical step. The reader will be able to answer the questions of who you are and what you have done up until this point. These are two very big points that identifying early will allow your project to place more emphasis on the effectiveness of your work.

As your project can include various forms of media including images, video, and audio - you want to be able to highlight your best work and incorporate it interactively into your press kit. Before we break down what to do with each type of file, remember to only highlight 3 to 5 pieces of work and treat them as case studies. Include a key image, a brief write up of what you have done, and a series of thumbnails or a link to see more of the work online. If your line of work does not produce much in the form of visuals, feel free to take some photos that support each of the projects you have worked on to include beside your write up and link it to a particular project. With that, let's take a look at how to handle different types of media.

Video - Adobe InDesign allows users to embed videos into their posts. It is recommended that you do not do this, but rather hyperlink a version of your video on YouTube. This will keep your press kit file relatively low for both print and sending digitally. Having a telling image or frame from your video placed on your portfolio, and hyperlinking it is an effective solution. To do so, click on the image you import into your document. Now in the top menu go to **Window > Interactivity > Hyperlinks**. With your image selected, you can use the dialog box in the window you just opened to format your hyperlink. You can also use this feature on text as well.

SECTION 02 - PORTFOLIO

Image - A lot easier than video, you can click and drag your image straight into your document. Format it so it fits your layout and make sure it is the best visual you can use to represent that particular project. You can also import your image via **File > Place**.

Audio - Audio can also be embedded into your document but we recommend using images for the same reason stated for video. You want to be able to provide a document at a minimal size to avoid people ignoring your press kit due to size. However if your audio file is small, you can go to the top menu and hit **File > Place** by locating your sound clip. From there, go to the top menu again and hit **Window > Interactive > Media** to format the file.

SECTION 03 - STATISTICS

Show the statistics, percentages, ratios and trends related to your project. People love to be able to measure things with numbers and facts. Having statistics or not won't necessarily make or break your press kit, many press kits exist that don't provide any statistics. But it does add a level of professionalism to your press kit and helps to legitimize your business. Seeing stats helps people to have confidence in your product or service. From a flow perspective, having identified who you are and what you have done, your statistics speak as tangible results related to your project. It is your measured effectiveness so if this section is valuable to your project, there are a variety of different statistics you can present in your press kit, including:

Product/Service Statistics

- + Previous years sales
- + Number of people reached by your service
- + The percentage of your clients who experienced improvements due to your service.

Market Statistics

- + Stats relevant to your target demographic/market
- + Social Media Statistics
- + Number of followers
- + Number of hits/page views on your website/blog

SECTION 04 - TESTIMONIALS/PRESS

Having shown the tangible results to your project, the next important piece is what people are saying about your project and the people behind the project itself. Highlighting the benefits of how it is to work with you will be key for potential customers considering what a working relationship with you may look like. Let your supporters do the talking. Word of mouth is the best kind of promotion available because it's free, and other people are doing it for you. Keep gathering testimonials along every step of your journey, as this should be an ongoing activity. Every time you have a successful encounter with a client ask them to provide you with some feedback or a quote you can use for promotion. Target high-profile clients or supporters to lend you some words.

To provide further evidence of your projects success, include your awards. This helps the reader identify where you have already been recognized. A quick note about awards, if they don't know you exist, you won't get the award. Since awards in these cases are often nomination based, or requires you to nominate yourself, if you don't actively search and apply for these awards, you won't win them.

Finally, recent articles by press are key in showing that people are already paying attention to what you are *currently doing*. If you don't have any press coverage yet, actively seek coverage. Get familiar with how to create a press release and send them out to local media to cover your story, and make sure to get copies of any audio, video, or text (articles) that are created when they cover your story. Follow up with any media outlets who cover your story, and provide them with an opportunity to do a follow up story, later on down the road. Keep them in the loop on any updates, but don't bombard them with the small details. Regarding your press kit, include these articles and hyperlink out to them so your reader can access this content easily. Including the latest articles will be an added touch as it shows the momentum you currently have.

SECTION 05 - CONTACT INFO

This section wraps up your press kit. After you have presented all your sections, this one identifies all the different ways the reader can contact you. We recommend that this section is the last page of your press kit (before the back cover). Including your name, email address, social media links, and physical location should allow for enough points of contact. Remember to use the hyperlink tool in Adobe InDesign so the reader can click on each of the points of contact and be directed to the right channels.

SECTION CHECKLIST



SET UP YOUR DOCUMENT



COMPLETE PROJECT PROFILE SECTION



COMPLETE PORTFOLIO SECTION



COMPLETE STATISTICS AND/OR PRESS SECTIONS



CONTINUE CONTACT INFO SECTION

ADDITIONAL RESOURCES

- + [Create Electronic Press Kit \(for artists w/o InDesign\)](#)
- + [Extensive Press Kit Guidelines](#)
- + [Research Your Own Market](#)
- + [Great Portfolio Tips for Designers](#)

WITH A PRESS KIT COMPLETED, YOU CAN NOW PROMOTE YOUR PROJECT. DIGITALLY, YOU CAN DISTRIBUTE IT TO HOWEVER MANY PEOPLE YOU'D LIKE WITHOUT HAVING TO WORRY ABOUT PRINT COSTS. YOU MAY EVEN WANT TO SEND IT TO PARTIES YOU INTEND ON PITCHING TO PRIOR TO THE ACTUAL PITCH. THE NEXT SECTION WILL HELP YOU PIECE TOGETHER AN EFFECTIVE PITCH FOR ONCE YOU GET THERE.

OUR SOURCES

- + Branded Conference 2014
- + Brand Channel
- + Business Insider
- + Forbes
- + HootSuite
- + Internet Live Stats
- + Investopedia
- + Pink City
- + Splash Effect
- + Search Engine Land
- + TastyTuts
- + US Small Businesses



This toolkit was created in partnership with Branded, and their Youth Marketing Conference. To find out more about Branded, visit their website at brandedto.com

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