

PEOPLE'S BEAD 2023 – PR TOOLKIT INTRODUCTION



Dear partner,

On Monday, February 6th our annual People's Bead event opens for people to send us their design ideas.

People's Bead is one of our most distinctive events, based on the concept of crowd-sourcing - a concept most companies struggle to succeed in. We are hosting the event for 14th consecutive year, inviting people from anywhere in the world to submit their design ideas to Trollbeads.

It's not only a great event, it's also a great story. A story we suggest you share with your local media relations – from business- and trade press to consumer media and bloggers.

Attached please find an extensive PR toolkit that will help you take this interesting story to the media, starting today. It includes draft press articles for Business-, Trade- and Consumer- media online and offline ready for local adaption.

Always send your press text to a specific person – and always remember to make a (telephone) follow up within one week.

We love devoted bloggers and influencers. Blogging is all about letting your readers in on your personal life, passions and styling tips – perfect for spreading the word about something as personal and thrilling as designing a real Trollbead through People's Bead.

We suggest working with bloggers/influencers in two groups: Preferred bloggers/influencers that match the Trollbeads profile – passionate and with a good and strong contact to their readers, and bloggers/influencers in general, which is the group of bloggers that you usually send news mailings to, but do not see as especially devoted to Trollbeads – but maybe they are creative or artists.

Best wishes,
Trollbeads team