

# COPENHAGEN CAPACITY

## MarCom process for promoting IP success stories

*When a case is getting close to being ready for evaluation, please think PR and communication – and talk to the client about it. Offer our help to pitch the story, to engage in a dialogue to make the story stronger. It is important to be prepared before the case is getting evaluated.*

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*You have a new success story. **Congratulations!***

*Let us help you make some noise in the media and share the news with the world!*

### **1<sup>st</sup> step**

Once the case is confirmed please inform Marketing & Communications, making sure you share all the necessary **information and material\***, and that you keep Head of Analysis, Klaus Rovsing Kristiansen ([krk@copcap.com](mailto:krk@copcap.com)) in the loop.

MarCom Contacts:

- Head of Public Affairs & Stakeholder Relations, Anette Prilow at [anp@copcap.com](mailto:anp@copcap.com)
- Head of Marketing, Maria Sverka at [maria@copcap.com](mailto:maria@copcap.com) or at [marketing@copcap.com](mailto:marketing@copcap.com) (*Maria or the next available member of the Marketing team will get back to you*)

### **2<sup>nd</sup> step - PRESS**

The IP lead discusses with Klaus if the case can be distributed to the media. If yes, the following takes place:

1. The IP lead reaches out to the contact person in the company to make sure they are okay with us sending out a press release.

2. Klaus, Anette, or Think PR (our PR agency) draft the Danish Press Release including quotes based on the evaluation and additional information from HubSpot.
3. The IP lead approves the press release in terms of factual content.
4. Asbjørn approves the message and his own quote
5. The company contact approves the overall message and their own quote.
6. Think PT pitches the story to Danish media for coverage.

**NOTE:** Please note that if it is decided to pitch the story to the media for coverage there should be no external communication about the case before the media has published the story (or after one day).

### **3<sup>rd</sup> step**

After the success story has been distributed to the media:

1. IP lead makes sure that Marketing has all the necessary information to prepare and upload the success story on our **www.copcap.com** website in English, for international audiences. Unless confidential, all our IP success stories are uploaded on our website.
2. When the English story is ready, Marketing shares it with the IP lead for final confirmation. The IP lead is responsible to share it with the client.

### **4<sup>th</sup> step**

1. Once the story is uploaded on our website, Marketing drafts the social media post and sends it to the IP lead for approval (including the client's approval!) before publishing it on Copenhagen Capacity's official Social Media accounts.
2. Once the post is approved, we post it first via our company's official social media channels.
3. The story is also shared via the next-in-line company newsletter targeted to our stakeholders and partners (in Danish).

### **5<sup>th</sup> step**

After the story has been posted through our official channels, IP business managers share the story via their own social media accounts for further reach, if they wish to.

### **\*Information & material:**

- Company description
- The story
- Their impact – Jobs created, is it a sustainable case? (if evaluation report is available please share it with us)
- How have we helped?
- Company communication channels (website link, SoMe accounts, tags)
- Company logo
- Any imagery or videos that we can use