



Business Wire Interactive Media is the only Interactive Service for Communications and Marketing Professionals

*Built for data-driven PR and
communications organizations to
increase engagement and reach*

Start with content written as
a traditional news release

Select content assets from
your website, campaign or
marketing team, such as
videos, images or infographics
that round out and support
your story

Business Wire's Interactive
Desk packages your content
with interactive elements
embedded in strategic areas
to enhance the story

Add hyperlinks to social
channels for deeper
engagement and sharing

Link to your corporate or
ecommerce site to drive
traffic, engagement or
conversions

The screenshot shows a news release for Keio Plaza Hotel Tokyo. The main headline is "Come Try the Keio Plaza Hotel Tokyo's Japanese Culture Experience Program". Below it, sub-headlines mention "Tea Ceremony, Flower Arrangement, and Yukata Casual Kimono Experiences". The interface is designed to look like a stack of digital cards. It includes various interactive elements: a LinkedIn icon, a Facebook icon, a Twitter icon, a Pinterest icon, an Email icon, a YouTube video player, a Slideshare image, a PDF Document icon, an IMAGE icon, a PRESS RELEASE icon, a Twitter icon, and an EXTERNAL LINKS section. On the right side, there are sections for "KEIO PLAZA HOTEL TOKYO", "Release Summary" (describing the Japanese culture experience), "#Hashtags" (including #hotel, #japantrip, #japan, #art, #tokyotrip, #japaneseculture, #ku, #tokyo, #luxuryhotel), "Social Media Profiles" (links to Facebook, YouTube, Instagram), "Release Versions" (English, EON: Enhanced Online News), and "More News" and "Contacts" buttons. The bottom of the screen shows the date and time: "March 28, 2018 10:08 AM Eastern Daylight Time".

Online, print, social, and search — there are more distribution channels for your press releases than ever before. But why is it so hard to make your story stand out?

Let's face it — these channels spin out more content than ever before, and your announcement competes for attention with YouTube videos, Facebook ads, and sparkling selfies. Sifting through a text-heavy document to discover the relevant bits isn't the way your audience wants to consume fresh stories.

Whether they are journalists, analysts, or business prospects, your audience demands content in their preferred formats. Customers and consumers learn from and act upon rich, shareable content that pulls them into a story and compels them to engage.



Today, PR agencies and communications professionals need a better way to engage their audiences. The Business Wire Interactive Media service provides a turn-key approach to creating multi-dimensional, visual and engaging digital experiences. Behind the service is an innovative interactive studio that layers your videos, and images, and animated gifs with interactive elements and calls to action, and a global distribution platform that delivers your story to key audiences such as media outlets, search engines, and social channels.

Include customer testimonials or other third party validation within your story set to prove value

Track performance with engagement metrics: by hotspot, length, frequency and device

Update StorySet content to keep stories fresh and optimize engagement based on performance insights with the LiveUpdate feature

Key Capabilities

Embed Interactive StorySets™ into your announcements. A StorySet is a high engagement, interactive experience that is bundled into your news release. StorySets infuse clickable hotspots and compelling calls to action into infographics, customer clips, or explainer videos that you provide, to increase views, engagement and message adoption.

Extend your reach: Business Wire's distribution platform extends the reach of your content beyond your owned properties. Target your distribution to journalists and publications that currently cover your topic with National distribution or one country wide distribution of your choice.



Dynamic Story Telling

Each StorySet™ attracts and engages journalists, influencers and prospects through interactive hotspots and calls to action.



Measure Business Impact

Measure business impact with real-time reports tracking engagement, mentions and key message adoption.

Prolong the life of your story with LiveUpdate. Keep your story and your audience's attention fresh with ongoing StorySet updates.

Maximize impact: Track performance metrics such as engagement and message adoption rates to prove business impact. Use the insights to optimize your StorySet updates.