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Presston PR's strategy:

Zséda

The way to business success

PRESSTON
PUBLIC RELATIONS
PR
INVEST IN VALUES



Brand building, new product launch,
VIP and company events, concerts
with the personification of success and elegance,
the famous Hungarian singer, Zséda.



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*„Coming together is a beginning
Keeping together is progress
Working together is success”
/ Henry Ford/*

Presston PR Ltd. and Zséda have become partners in communication and strategy. We have worked together successfully in several PR and business areas. Our aim is to give satisfaction to our Clients in the most effective way, with a company-specific communication strategy.



Our communications agency offers comprehensive public relations and communication services. Our strength is that we use various communication tools in our integrated approach, combining strategic consultation with traditional PR tools. **Central to this is Zséda, personifying success, trustworthiness and beauty.**

We have several years' experience with well satisfied clients, and an excellent relationship with electronic, online and print media. Our aim is to promote value creation with various communication tools. Our team consists of event organizers, PR consultants, journalists, editors. We give effective support to the work of our Clients.



Zséda is a well-known brand name.



Why Zséda?

Zsédenyi Adrienn is a famous and very talented Hungarian singer, with 16 top hits, and 3 platinum and 3 gold albums to her credit. She has given more than 100 full house concerts in Hungary and abroad.

Her beauty, gracefulness, elegance, and unique voice captivate her audience.

We build your brand together with Zséda!

How do we do this?

Zséda projects the products and services of our Clients as trustworthy, reliable and valuable.

Her personality contributes effectively and successfully to sales promotion, and she also ensures the success of our Clients by enabling them to reach out to her own target groups.

She is more than a beautiful and trusted face: she creates real value through her musical achievement. Working in partnership with her is a valuable and successful marketing tool.

The perfect choice: Zséda.





Zséda, as the face of our Clients, can regularly appear at various events, and give concerts and interviews. Her personality can effectively **enhance both value creation and brand building**.

Zséda can promote the activities and publications of our Clients through a variety of press organs.

She ensures a **permanent presence in print and electronic media**.

We offer a **comprehensive and thorough communications strategy** and a **full PR service**.

We can achieve this by working closely with you and by tailoring **our approach to suit your specific needs**.

We also offer Zséda's own advertising and communication forums to work successfully together.

Advertising places	Reach
Newsletter	4.000 fans
Facebook profile	3.000.000 v. & 18.000 likes
Official website (Zseda.hu)	15.000 fans
Zsedanet and Zséda világa (YouTube)	16 million hits

Professional portfolio of Zséda

'She is the brightest icon in Hungarian music'
(Fans blog)

Some of her solo albums:

She has released 5 studio albums, 1 concert album and 1 DVD since 2002, of which 3 achieved golden and 3 platinum levels of sales. She released her last album in 2012: „Ötödik érzék” (Fifth sense).

Some of her Maxi Albums:

„Valahol egy férfi vár” (Somewhere a man’s waiting for me), „Szeress most” (Love me now), „Motel”, „Mindhalálíg mellettem” (Beside me forever), „Újhold” (New moon), „Fekete rúzs” (Black lipstick), „Legyen úgy” (Let it be) „És megindul a Föld”
„Ajtók Mögött” (Behind doors)

'Beautiful, feminine, and so unique!'
(Fans blog)

Awards:

- Fonogram, Hungarian Music award - Hungarian pop-rock album of the year for “Rouge”, 2009
- eMRTON Award – ‘Best singer’
- Award from the ArtisJus Music Foundation
- European Gold Art Prize
- Fonogram – ‘Pop album of the year’ award – ‘Zséda-Vue’
- ‘You are the best Cosmo’ award – ‘The best singer award’, 2007
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'I hear new colours in her voice every time.'
(Fans blog)

Campaigns:

- 2003: „Artdeco”
- 2004: „Nestlé Fitness”
- 2006: „Malév”
- 2006 - 2007: „Szentkirályi mineral water”
- 2006 - 2007: „MeeVIDA”
- 2006 - 2012: „Avon”
- 2009 - 2013: „Lancia”

Our communications agency, PResston PR Ltd., with the appeal of the personal image and professional achievement of Zséda, can ensure our Clients reach their target groups and achieve their main business goals!

We would be happy to meet to discuss details.

Feel free to contact us to schedule an appointment!

Have a nice day!

Best regards,

Terdik Adrienne

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