

# Relativity Communications.

## Public Relations, Digital Marketing and Social Media

### Relativity Communications

Relativity Communications is a public relations company that specialises in **Public Relations, Digital Marketing and Social Media.**

Through our consultancy, we work collaboratively with clients to help them engage and converse with their target audiences. We also offer online tools to help any business – no matter how small or large – to develop, manage and distribute their story to the right people.

The principals of Relativity have a unique combination of experience across public relations, marketing, journalism, digital media and design. They have created and implemented strategies and campaigns for many respected brands, including consumer and fmcg, online start-ups, business-to-business, corporate and community organisations.

Relativity's "rapid development" philosophy means we commence active communications for our clients almost immediately, at the same time devising and refining their strategies, understanding of their audiences and the selection of channels used to communicate.

### Public Relations

The experienced consultants at Relativity Communications develop content for our clients – well beyond the old standard press release, into new areas such as expert opinion and comment, blogs, tweets, feature-style stories, presentations, speeches, letters, face-to-face conversations, fact sheets, and much more – that is optimised for the client's specific audiences and relevant channels.

Today, content requires two key elements – narrative and conversation – to hit the right notes with a savvy audience. We believe in segmenting that audience as many times as you like! Smaller, tighter, more targeted audiences engaged by stories that are optimised around their specific needs, deliver better results for our clients wishing to proactively manage their messages and build relationships with the people who are important to their business. Our other two core offerings, Digital Marketing and Social Media, bring the content to life.

### Digital Marketing

The architecture and production skills within Relativity Communications ensure that we devise and build the toolkit that our clients need to link their content with their audiences.

We can plan and create whatever our clients need – from websites and edms, to online applications and marketing channels, as well as presentations, credentials and other collateral.

The look and functionality of your communications assets need to match the message. This is a vital aspect of any successful public relations program that is often undervalued, but when done correctly adds a new dimension to any communications program.

### Social Media

At Relativity, the term "social media" is not limited to the multitude of networking and community sites such as Myspace and Twitter – all media contains a rich social aspect that connects people to their communities!

Our approach to the distribution of our clients' communications encompasses the traditional media such as print and television, vertical channels for specific industries, the "social media" such as FaceBook and Twitter, as well as live events from an intimate face-to-face meeting to a speech to thousands.

We believe in being well-connected, both for ourselves and our clients, and we guide them in how to make the best advantage of the multitude of channels available. Whatever the channel, we ensure our clients make an impact.

## Our Philosophy: “Rapid Development”

At Relativity Communications, we believe that “rapid development” captures perfectly our approach to communications.

Some of you may be familiar with this term from the technical world of software. It applies to Relativity Communications, in the way we create content for our clients and our ability to produce and distribute that content with a very short turnaround time.

Public Relations, in particular media relations, has always required responsive, lightning-quick professionals ensuring their clients’ news is delivered effectively. The old saying that today’s news is tomorrow’s fish wrapper is still highly relevant despite its analogue foundations!

Digital media (such as the internet, social media and mobile technology) allowing anybody to publish ‘news’ at any moment, means it’s more crucial than ever for companies and brands to be proactive in managing their own messages.

And there is no better way than working closely with a communication agency that has a “rapid development” mindset.

At Relativity we put “rapid development” into action through a tandem system – we create and publish content for our clients while simultaneously developing their key messages, strategies and long-range planning.

This means opportunities are seized immediately, and every action informs the further refining of strategies and planning. We find that we, and our clients, learn faster, perform better and see great results for our work.

## People

### **Samantha Tannous MPRIA, Director of Public Relations**

Samantha Tannous has held senior Public Relations positions for the past five years and in 2008 has established a new consultancy, Relativity Communications with Virgil Reality.

Prior to launching Relativity Communications, Samantha headed up the Sydney office of sparkimpact, a leading public relations firm across Melbourne and Sydney and part of the Mitchell Communication Group.

Also at Mitchells, Samantha ran Drive Communications which specialised in corporate and business-to-business communications. She has created successful PR campaigns for clients across the media, advertising and creative industries, including ad agency BWM, Mitchell Communication Group, TorchMedia and Claude Neon and global brands Visible Results, Haymarket Publishing and production company @radical.media, as well as in categories including finance, food service, training & development, health and property.

Samantha trained as a journalist and for ten years worked across both consumer and business media, including four years as Editor of AdNews, Australia’s leading advertising trade magazine.

She has a BA in philosophy and English Literature and a Graduate Diploma in Editing & Publishing.

She is a volunteer board member of SSO Media.

### **Virgil Reality, Director of Professional Services**

Virgil Reality has an Advertising and Marketing career that has spanned the last 18 years, with his core focus being online technology and digital marketing.

In 2008 he established Relativity Communications with Samantha Tannous.

He has held roles at Fairfax, emitch, Selenium Interactive and Bond Direct as well as consulted to News Digital Media, Carat, Mitchell Communication Group and others.

He has also extensively consulted for Siebel/Oracle in Boston as a roving member of their online billing professional services team, travelling to sites in the US and Europe. His role included developing a prototype product for Siebel/Oracles online Credit Card management system, an XML data print formatting project for Vodafone UK & KPN Dutch Mobile, a secure email billing product and Online Billing and Service interfaces for Bank1America, Bell, Cingular, Verizon, Telecom Italia, AT&T, BT and a Mobile Split Billing product for Swiss Telecom.

Virgil now consults on Online Marketing and Sales Systems, Content Management and Data, Customer Self Service and eCommerce Systems and is a principal of Relativity Communications.

## Recent News

Recently, Relativity Communications has been busy with a series of great new clients and appearances at events in the marketplace.

Projects have covered several major industry pitches, social media & public relations campaigns for our clients and some large scale online application development.

At ad:tech, Aussie table tennis champ Kyle Davis was the star attraction this year thanks to online marketing company dgm and Relativity Communications.

Virgil Reality spoke at Artist's Salon on using Social Media and Online in Arts marketing.

Relativity's Director of PR Samantha Tannous was recently a judge of the Astra Awards and is also judging the Gold Coast Media Awards.

You can follow us on twitter, myspace or facebook as well as at our website:  
<http://www.relativitycommunications.com>

## Contact

If we can help you, or you simply want to find out more, please contact us by phone or email.

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