

## Thank Goodness We're Different

It will come as no surprise to learn that Text 100 has a full range of public relations services across a number of practice areas. But then again, if you've looked at a number of PR agency websites, you'll find that they all say pretty much the same thing when it comes to service offering.

In this section, we set out to explain the approach Text 100 takes to building PR programmes, why that's different from what you'll find elsewhere, and why we're trying to change the way PR is done rather than just work within its rather limited parameters.

Of course there are other elements that we believe differentiate us from the rest of our industry, such as the degree to which we make sure we understand each client's business, and the passion our people have for technology-related businesses. And there's our ability to challenge our clients' thinking with fresh ideas grounded in reality. But those things are better experienced in practice than written down, so let's move on.

## Making a Difference

Text 100 approaches every new client, every new campaign, every new brief you give us, with a belief that our goal is to make a difference and that's what we will be measured against. We also do everything in our powers to make sure you know exactly how your budget is being spent, what results you can expect, and how those results will impact the critical metrics of your business. Our watchwords are accountability and transparency.

And that follows on into the way we package and sell our services. We know how to reconcile brilliant strategic thinking with the hard-nosed pragmatism of tactics that get results. And we don't dress up tactics to make them look more strategic than they really are. Whilst we offer much the same set of tools as

## 能与众不同让我们感到宽慰

当人们知道 Text 100 公司提供全范围、跨越多种业务领域的公共关系服务时，会感到不以为然。然而，如果你浏览一下其它一些公关机构的网站，你会发现他们的网页在谈到所能提供的服务时所说的内容却是都大同小异的。

在此部分，我们要着手说明的是 Text 100 公司在建立公关项目时所采用的方法，解释为什么该方法与你在别处所见到的方法不同，以及为什么我们试图改变公关工作的方法，而不是只在其非常有限的参数范围内运作。

当然，我们认为还有其它的因素使我们有别于本行业中的其它同行们，比如，我们在理解每个客户的业务方面的努力程度，以及我们员工对与技术相关的商务所充满的酷爱。我们能用扎根于现实的新颖想法来挑战我们客户的思维。然而，要想能够更好地体验这一切，就要将其付诸实施，而不是写在纸上，所以让我们开始行动吧。

## 创造不同

我们的目标就是创造不同，而且这也是衡量我们业绩的准绳，秉持着这种信念，Text 100 公司与每个新的客户打交道，操办每次新的宣传活动，处理你给我们的每份新的简报。我们还我们的权责范围之内竭尽全力地让你确切地知道你的预算是如何使用的，你可以期待出现什么样的结果，以及那些结果会如何影响你的商务。我们口号是担当责任和运作透明。

接下来要说的就是对我们各种服务的包装和推销方法。我们懂得如何在优秀的策略思维和能够获得结果的顽固的实用主义战术之间取得调和。我们不会去装扮战术，将其打扮得看上去比实际情况更具备策略性。我们提供与任何其它的机构大致相同的一套工具，但是根本的区别在于，我们所提供的方法富有责任感和可衡

any other agency, the difference is the accountability and measurability that our methodology mandates, and of course the dynamism and skill of the account teams we put before you.

If you are looking for a tactical “arms and legs” service to complement your strong in-house communications team, we will resource our agency team accordingly and charge you appropriately. If you are looking for strategic counsel, we'll give you access to our pool of senior consultancy talent (see Corporate Communications Practice) and the set of bespoke tools that this team offers. And of course you'd expect to pay higher hourly rates in line with that high value offering.

The message here is scalability. We can scale up or down to meet your brief, either geographically or strategically.

量性，当然还有我们为你提供的我们客户工作团队的无比干劲和技能。

如果你在寻找一个在战术方面能够担当“左膀右臂”的服务，以补充你公司内部强有力的通信小组，我们可以按照你的需要情况提供我们的人材资源，并进行合理地收费。如果你寻求的是策略方面的谘询服务，我们可以让你调用我们的高级谘询人才库(见“公司通信运作”)，以及该团队提供的一套为你量身打造的操作工具。选用这种高价值的服务，其每小时的费率也就理所当然会高一些。

这里所强调的一个信息就是可伸缩性。为了满足你简报中的要求，我们的服务在地域或策略方面可以做到扩散，也可以做到收缩。

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