

# Review programs



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## Do you want to:

- give your products the best chance of a positive review by a journalist
- simplify request processing, transporting and tracking of review products
- see in real-time who has reviewed, requested or currently has your products?

All of these objectives can easily be achieved with an effective review program from Recognition.

## Get control of the review process

Storing, packaging, sending, retrieving and tracking expensive and limited review units can be a full time job - particularly when they need to be circulated to reviewers as quickly as possible.

That's why Recognition offers a unique product review program.

We manage every aspect of your product review program from handling journalist requests, inventory management and transport, to securing loan agreements, product tracking and supplying follow up information like pricing and images.

Even though we handle everything you can keep control of the process. By accessing our

custom-built system via a secure login you can see every product review detail including:

- who has reviewed each product
- who currently has review units
- how long they've had them
- when the units are due back.

We can also track your media mentions and dispatch editorial coverage to you in regular reports or newsletters.

Recognition also manages corporate loan pools – ensuring products are given the best possible review experience with your potential customers, customers and partners.

**“Recognition saves me hours and hours of time and removes hassle I don't need. Their systems ensure products will be delivered on time and packaged and configured to ensure reviewers have the best possible experience. They track every product and keep them moving to maximise our profile. I am not sure how we managed before.”**

– Lesley McKnight, Marketing Manager, Australia & New Zealand, Palm.

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## Checklist

Use our checklist to see if you're making the most out of your review opportunities.

- ✓ Are power cables, connectors, batteries, user manuals etc in the box?
- ✓ Have you charged the product so it turns on immediately when received?
- ✓ Have you wiped memory so the previous reviewer's personal data is deleted?
- ✓ Is the right firmware/software pre-loaded?
- ✓ Has someone turned the product on to make sure it works?
- ✓ Does the packaging need refreshing? First impressions count.
- ✓ Check journalist and celebrity credentials. It's a known scam to pose as one of these to try to get free products.
- ✓ Check the delivery address. Some publications use freelancers or outsourced labs for reviews.
- ✓ Be responsive. Product reviews are often left to the last minute. A slow response could mean you miss out.

## Who is Recognition PR

Recognition PR is an Australian-owned public relations and marketing communication consultancy with 22 years experience in the Australian and New Zealand IT market.

Recognition PR helps clients manage communications with their many stakeholders including internal staff, customers, media and partners. Recognition's services range from strategic consulting to media relations and writing.

For more information visit [www.recognition.com.au](http://www.recognition.com.au)

## For more information

For more information about Recognition PR's services, or to arrange a demonstration or quote for a review program contact Adam Benson on (02) 9252 2266 or [infonow@recognition.com.au](mailto:infonow@recognition.com.au)

## How the Recognition product review system works

1. You send us your review products. We store them safely and securely
2. We do a complete inventory check against your current system (one customer uncovered more than \$40,000 of lost or unrecovered product)
3. We categorise and enter every product (and accessory) into our system by serial number
4. You are allocated secure login details to view information in the tracking system online
5. Each product request (made to you or to us) is processed and prioritised
6. Product is wrapped, addressed and shipped to the correct, verified address
7. Signed NDA's and loan agreements are scanned and stored in the system
8. As each product is due to be retrieved we call and arrange for a secure pickup
9. Returned product is unpacked, contents checked, charged and turned on (or equivalent) to ensure nothing is damaged or missing
10. Packaging is refreshed, personal information on devices is deleted, bug fixes or firmware upgrades are loaded and the product is returned to the review pool for the next request.

## Extending the review program

We do more than simply package, ship and track review units. We draw on more than 22 years of experience to assess your product and review your marketing plans to build a review program that maximises your product's exposure in all the right places.

Many of our clients also ask us to warehouse and ship products to high-value corporate customers, celebrities, master resellers, retail buyers or photographic studios (for catalogue shoots).

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