

## Media Value Works: Spontaneously Promoting Clients to Relevant Audience with Widespread Global Network



**Rachana Chowdhary**

**Founding Director**

today's global village, countless technology companies operating from Noida's and Coimbatore's of India can boast of deriving business from across the globe. Most of them are budding entrepreneurs who lack the means to hire different agencies at various geographies. Empowering such Indian companies to attain deserved mileage and utmost visibility in international market is Media Value Works (MVW) Network International, a dynamic global on-demand communication company. Having a widespread network of affiliates, network of interpreters and translators around the world including North America, Latin America, Africa, Australia and Middle East, the Mumbai headquartered company distributes press stories in 45 languages to over 1.4 million journalists across 150 countries. After diligent research, MVW maps client's story with the most influencing media outlets that reaches relevant audience around the world through a credible journalist who files the story under

his/her name.

### **Baby Steps towards Future**

Founded in 2011 by high flyer Rachana Chowdhary in Mumbai, MVW's pioneering digital excellence in PR campaign has been appreciated at the Great Indian Marketing Summit 2013 with 'The Image Champions' Award. Unlike India, the significance of PR is acknowledged and highly-advanced globally in terms of functionalities and processes. Pioneered India's first cloud-based PR platform, the futuristic company adds similar value in all of its services including media outreach activity, press release distribution, local, national & international press interactions, virtual press conference, social media engagement and global media monitoring.

In today's highly advanced knowledge sharing world, the PR industry is evolving towards a smarter on-demand PR services. Clients as well as agencies are seeking short term relationship, rather than realizing that they are stuck in a retainer fee model without deriving any ROI for three months in their six-month contract. Hence, MVW believes and prospers with its projects leveraging on-demand model and excels based on the immediate brief given by clients. "We sincerely believe that briefing session is crucial and PR campaign can't be executed if the brief isn't fit," explains Rachana Chowdhary, Founding Director, Media Value Works. It is about Quality, Not Quantity

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Unlike the spamming auto-published RSS feeds that hardly adds any brand value, MVW leverages its creativity to achieve quality results by being very particular about how, when and where the story is getting published. "We work with numerous news agencies and media networks globally to ensure that our distribution is effective, instant and handled very maturely," says Rachana. In the tough-run industry driven by deadlines, MVW is renowned for its spontaneity and 24/7 extremely swift execution. The company believes that even a standard quarterly analysis will be outdated if it is the day after. "Editors often finalize stories the previous evening, hence our job is always on the roll, and we got to be on top of it," adds Rachana.

The company follows multilevel stringent approval processes before releasing a story, as a single loose phrase or any wrong information dissemination to media, may tend to impact the corporate reputation. As the company has diverse set of clients across industries, each story is dealt with drastically different approach. Although MVW provides a lot of training, the company selectively recruits people who have optimum capacity of comprehension skills, who can also uphold MVW's stellar reputation.