

BRANDS NEWS

OUR CORPORATE STORY

Brands News empowers brands through insightful Brand Journalism and proactive reputation management. We create engaging content that connects brands with people through news on internet, broadcast, print, and outdoor media. Our “News Cannot Wait Masterclass” program aligns employees with brand values, fostering best practices and minimizing risks of bad and controversial news. We tell your brand’s story, showcase its values, and safeguard its reputation.

OUR CORPORATE PHILOSOPHY

At Brands News, we believe everything with a name is a brand – deserving of truthful, uncensored information. We champion transparent journalism, illuminating brand stories to foster informed decisions. By shedding light on what brands do, don’t do, and should do, we help brands build trust and navigate controversies. We embrace diverse perspectives to clarify complexities, promoting accountability and reputation resilience.

OUR CORPORATE SERVICE

At Brands News, we connect brands with people through insightful journalism, fueling informed decisions and proactive reputation management. Our services include: Current news, documentaries, exclusive stories, in-depth analysis, investigative reports, breaking news, and live updates 24/7. We prioritize honesty, fairness, balance, and accuracy, ensuring brand identity aligns with brand image. By shedding light on brand stories, we help build trust and safeguard reputations.

OUR CORPORATE FOCUS

Media Reach: We amplify your brand story through:

- **Internet Media:** Create engaging online content (articles, videos, social media posts, blogs), podcasts, blogcasts, blogazines, showcasing your organization’s success stories, testimonials, achievements, and online ads.
- **Broadcast Media:** Produce TV and radio news stories, features, interviews, documentaries, news analysis, panel discussions highlighting your organization’s impact.
- **Print Media:** Publish articles, features, documentaries, impact and success stories in our newsmagazine, Brands News.

- **Outdoor Media:** Display promotional materials and success stories on billboards and posters in high-traffic areas.

NEWS CANNOT WAIT MASTERCLASS

As a news company for Brands, We believe that every new staff member becomes a brand ambassador by employment. Our masterclass equips your team with the “Ten Mastery Tools” for effective brand reputation management and minimize risks of bad and controversial news.

OUR CORPORATE CULTURE

Our colors: Purple and white.

Our mission: Connecting brands with people through insightful news, empowering informed decisions and proactive reputation management.

Our vision: To be the leading news company for brands.

Our motto: News Cannot Wait.

Our foundation: Truth

Our philosophy: Anything with a name is a brand.

Our advice: Trust our services.

Our pride: Illuminating brand stories, shaping reputation.

Our assurance: Our content is about brands.

Our oath: We applaud, we criticize.

Our core values: Information, education, and entertainment.