

**manley**

does the  
write thing

# press file manley

## 3- **I. manley, boutique agency for strategic PR & content creation**

- 4- Vision
- 5- Approach
- 6- Services

## 7- **II. International team**

- 8- Saar Dietvorst, founder manley
- 9- Team manley

## 10- **III. Clients**

- 11- Impact and innovation driven companies
- 12- Clients about manley
- 13- Journalists about manley

## 14- **IV. Contact & links**





**manley,  
boutique agency for  
strategic PR & content creation**

# Vision: fusing technology and creativity

manley creates and distributes the content that helps companies grow, via smart communication strategies that get results.

Our clients are major innovators on the national and international stage, representing all major sectors including energy, healthcare, biotech, proptech, legal, mobility, logistics, food and more.

Our name stems from the world's most revered audio compressors. Because compression is a silent but indispensable force. One that lies at the crossroads of technology and creativity, adding definition and balance to vocal and instrumental recordings. Just like your ideal PR partner: the invisible force that adds substance to your voice and expertly amplifies it before broadcasting it to the world. Making the smallest nuance audible and making sure every word has maximum impact.

manley is built for the world of today; far removed from bureaucracy and overhead. Focused on people, forward-thinking ideas and their concrete implementation. And founded on the values of openness, transparency and inclusivity.

**Welcome to manley.**

1





## approach: the global boutique

manley's boutique approach combined with an international network of experts is designed to ensure that strategic messages reach their target, no matter where they are worldwide. It also gives organisations peace of mind, while they grow in authority, brand awareness and employer preference.

And because communication is a two-way street, manlet also ensures its clients don't miss a single story about their brand, sector or competitors. While they stay top of mind with journalists, ambassadors and internal and external stakeholders.

All of which is tailored to the size and nature of our client organisations, whether they be start-ups, scale-ups or corporates.

manley and its partners are based in several major cities in Europe, the United Kingdom and the United States. Our "boutiques" can be found in:

- *Brussels, from where we serve all of Belgium as well as multinationals, institutions and other organisations based in the European capital*
- *Antwerp, from where we also serve the Dutch market*
- *Luxembourg, from where we also serve the German market*
- *Turin, from where we serve all of Italy and Spain*
- *Paris, from which we serve the French market*
- *London, from where we serve the UK, in collaboration with our local partner agency*
- *San Francisco, from where we serve the USA, in collaboration with our local partner agency*

# 2

# services: maximum, measurable impact

As passionate storytellers and storytellers, we create and distribute newsworthy content that gets results.

## 3



- Communication strategy: manley develops your communication plan in line with your needs and goals. An intelligent, integrated approach with concrete initiatives and strategic content to support your business objectives.
- Media insights: manley delivers real-time updates on developments concerning your brand, your competition and the market. We filter through billions of data sources to provide insights that support your strategic decision making and ensure you never miss a single opportunity.
- Media relations: manley is your fly on the wall, keeping your brand on the radar amongst journalists around the world. We know them and they know us. And we employ those long-term media relations to reinforce your authority in the market. With local PR experts in Europe, UK and USA who put your brand on the national and international map.
- Influencer management: manley turns your stakeholders into genuine ambassadors for your brand. From influencers, opinion leaders, governments and professional associations to your own employees and customers. Because there is nothing more credible than objective voices that back up and reinforce your story!
- Speaking opportunities: manley seeks out public speaking opportunities that boost your authority while generating sales leads. We help put together a compelling pitch and promote you as a guest speaker or panel member at renowned conferences and other relevant events. So you can stay ahead of both the curve and new market players.
- Interview and media training: manley drags you in front of the camera and our own professional journalists, teaching you the tricks of the trade as part of our comprehensive media training. So you can deliver your organisation's key messages with clarity, confidence and conviction, while being prepared for those critical questions and unexpected turns in the interview.
- Social media: manley keeps a constant ear to the ground for you on social media. To find out what your target groups think and say about your brand and to enter into dialog with them on your behalf. All with a view to building a real community around your brand while reinforcing your brand image.
- Copywriting: manley puts pen to paper to create powerful strategic press texts, opinion pieces, longreads, blog posts, social copy, web copy and more. You name it, we love to write it and we love to do it well. Still with your own personal vision, but put into words with the power to move minds.
- Photography: manley delivers beautiful, high-quality images that add an extra dimension to your communications. We work together with a carefully selected team of creative photographers for images that match your culture and identity as a brand. An investment that never fails to pay dividends!
- Video production: manley never underestimates the power of images. Neither should you. We reinforce your communications with professional video content that inspires your audience. Urban, lifestyle or more corporate? Quick and catchy or calm and considered? Our film crew knows exactly how to get the most out of the medium for your brand.



**manley:**  
**an international team**





# 1

## about Saar Dietvorst, founder manley

Saar Dietvorst founded the PR agency manley (formerly Content Cats) in 2013 after building an impressive career with several large communication agencies. As such, she brings together a wealth of experience, vision and creativity in her strategic PR agency for “smart”, impact-driven organisations.

- Born 13 July 1975
- Born in Dunkirk (France), raised in Schilde (Belgium)
- Lives in Antwerp
- Mother of 1 son (17 years)
- Lived and studied in the United States (Michigan) from 1993-1994
- Completed internship at ROB-tv, Leuven (Belgium)
- Graduated from Plantijn Hogeschool, Antwerp (Belgium) in Journalism in 1998
- Founded manley (Content Cats) in 2013
- Interests: writing, reading, sculpture, sports (jogging, horseback riding, tennis, tries to surf once in a while)

Her motives? With a passion for storytelling, to bring news from the innovative domains of energy, health, biotech, proptech, legal, mobility, logistics, food, and more to the world. To seek out sustainable innovations with the capacity to change and preferably improve the way we live and work in the future. And in so doing, to give what are often complex but extraordinarily fascinating stories a “human face”. And as such, to offer media outlets and ambassadors both newsworthy content and a passionate discussion partner. So they can feed their target groups with interesting, inspiring and relevant news.

Her strengths? As a qualified journalist herself, a clear understanding of what journalists need. As the child of an entrepreneurial family, an equally good understanding of the motivations that steer organisations. And as an expert in strategic public relations: extensive knowledge of, coupled with a healthy passion for society and politics, bringing the best of both worlds together.



## why manley chooses to work for sustainable, impact-driven companies

*"The very first company that asked me to do their PR had launched an 'innovative water filter'. Based solely on what I could find on their website, the project did not interest me that much. But that changed immediately after my first meeting with the CEO. He turned out to be a renowned scientist in the field cancer research. After retiring from one of Belgium's most acclaimed research institutions, he founded a company together with his family.*

*Using ground-breaking nanotechnology, that company developed a filter that could turn dirty water - from the ditch - into 100% drinkable water in no time. Without using gas or electricity. Here was a life-changing innovation that, for the first time, could provide access to safe, fast and cheap drinking water to billions of people worldwide.*

*Thanks to an ambitious mix of strategy, storytelling and creativity, we ensured that this family business achieved all its objectives: national reputation, all twenty vacancies filled in one day, recognised with an award from the then Federal Minister of Innovation, recognition within the sector, and so on.*

*However, it was not just a top PR success story. It was also the project that inspired me to adopt the approach that has been successfully applied time and time again and to tell the kind of stories that we do today at manley: making complex innovations understandable, with a "human" face. And in so doing, to make the full potential of a product or service clear, for the benefit of all. "*

### **Saar Dietvorst**

Founder manley





## team manley

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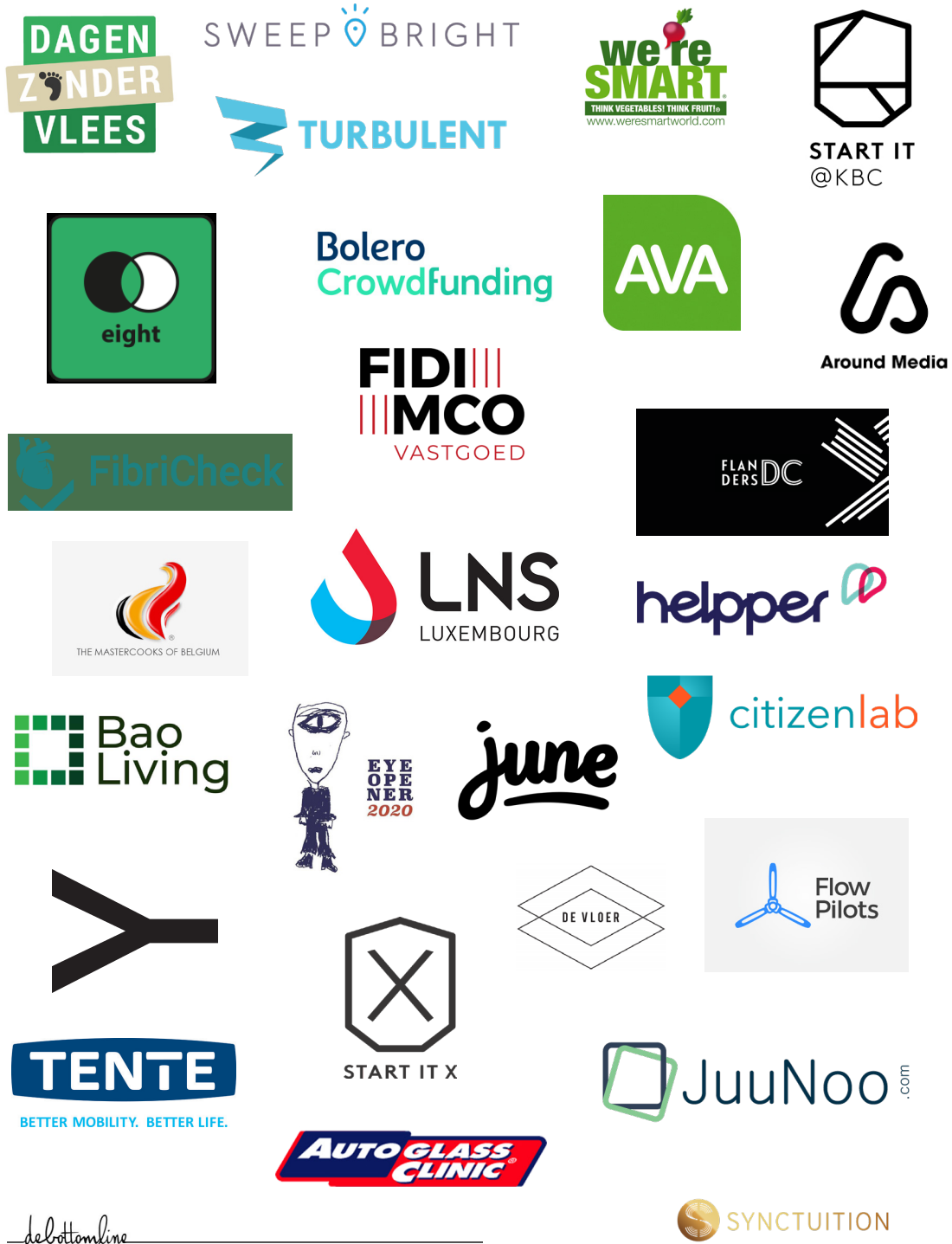
- Saar Dietvorst** - Founder / Managing Director, PR Strategist
- Nathalie Claessens** - Sr. PR Manager Belgium & The Netherlands
- Britt Gillet Jr.** PR & Influencer Manager Belgium & The Netherlands
- Els Van Bouwelen** - Social media manager
- Sven Hauser** - PR Strategist & Manager Germany and Luxembourg
- Silvia Anna Fissore** - PR Manager Italy and Spain
- Sara Nosratian** - PR Manager France





**manley**  
**clients**

manley's clients are typically driven by innovation and dedicated to making an impact in such rapidly evolving sectors as energy, health, biotech, logistics, proptech, mobility, legal, food, ...



## our clients about manley

**Lode Uytterschaut**, *Founder & CEO Start it @KBC and Start it X:*

"Everything that you have seen from us in the media has been crafted by our press agency, manley."

**Anna Thomlinson**, *Managing Director Start it @KBC:*

"The manley team has many years of experience working with real innovators and entrepreneurs - for them this is not a fashion or a trend but an area in which they are truly passionate and experienced. They bring strong ideas and a comprehensive strategy to the table, designed to present a company in not just a newsworthy but also inspiring light. And not just now but over the long term. Whilst being always professional, the manley team is also a friendly, enjoyable group to work with. And it is great that both our teams can work so closely together."

**Frank Fol**, *founder We're Smart World:*

"I was looking for a PR agency that would stick to my We're Smart World project and also guarantee me an international media network! So it was the right choice to work with manley."

**Bieke Van Gorp**, *co-founder and CEO FibriCheck:*

"Correct press communication by manley was extremely important to us, both towards existing but also new users. And on top of all that, we have forged a number of new and rewarding partnerships as a result."

**Ine Van Loon**, *Marketing Manager FibriCheck:*

"As a health tech scale-up with international ambitions, it's crucial for FibriCheck to work with an experienced partner that can inspire us. Our valuable cooperation with manley is focused on business-to-business communication where we can build upon their experience, international network and media relations. They strive to make maximum impact with every communication, from a blogpost to an important international press release. The personal contact, the reliability and excellent copywriting skills within their team are highly valued aspects of our partnership with manley."

1





**Jan Ronsse**, *Country Leader Oracle Belgium:*

"Thanks to manley's dedication and professional approach, our partnership with the largest Belgian accelerator for start-ups has caught the attention of a wide Belgian audience. As a global IT player, we were naturally very happy with that. However, it was manley's integrated thinking that struck me the most. Not only did they provide a cleverly crafted press release and press conference, they also recorded videos on location that were later shared via social media. As such, manley has made a significant contribution to Oracle's authority as a true innovation company."

**Niko Lecluyse**, *Innovation Advisor Economisch Huis Oostende:*

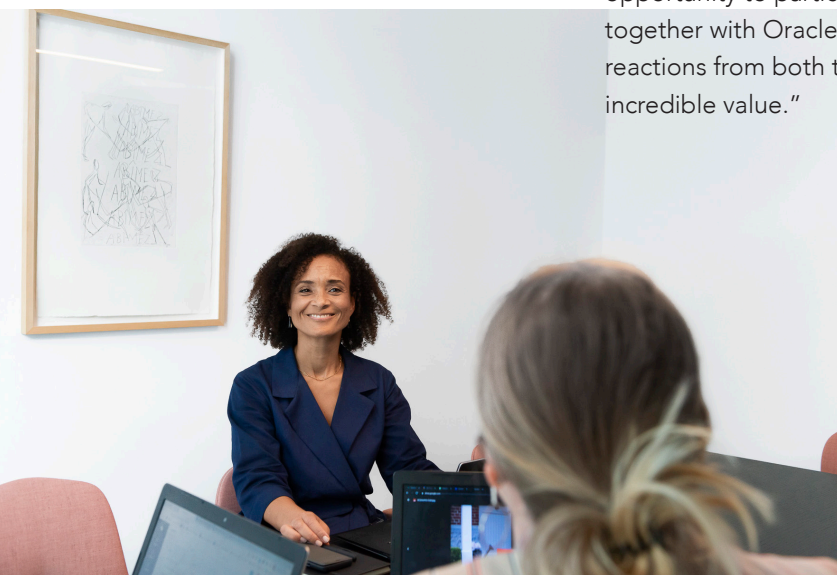
"As a seaside resort, marketing is very important to the City of Ostend. By entrusting our public relations to manley, we reached a lot more people than we would have if we had taken care of it in-house. Working with manley means working entirely carefree when it comes to PR. The moment that stuck with me the most was the interview: for many people – myself included – a stressful occasion. But the people from manley have a knack for creating an almost friendly atmosphere, making you feel perfectly at ease. Very effective!"

**Stijn Martens**, *Founder Hopr:*

"The press attention we received with Hopr in Belgium and the Netherlands thanks to manley, both online and offline, was truly mind blowing. It generated contacts with potential partners and investors, as well as our first 500 leads."

**Suzana Zoghbi**, *Founder Macty:*

"The press event at KBSEA was pretty exciting for Macty. We had the opportunity to participate in a panel led by a renowned journalist, together with Oracle and Start it @KBC. We received several positive reactions from both the media and clients as a result, which has incredible value."



# journalists about manley

## **Journalist Trends-Tendances:**

“manley always makes relevant proposals in a non-intrusive way, because they listen carefully to each of the companies and know exactly how the Trends editorial team works.”

## **Journalist Kanaal Z / Canal Z:**

“manley is really great, and I should know because I work with many PR agencies and can make the comparison.”

## **Freelance Journalist:**

“As a journalist, manley offered me a whole host of opportunities for fascinating entrepreneurial stories. Slightly more critical than the average story about the latest innovative or money-making idea. And above all, “richer”. They offer a lot more input and many more sources to draw from. This means that as a (freelance) journalist you can start working on such stories about the lesser-known sides of entrepreneurship with total confidence. Because you can add the right amount of nuance, qualifications and depth.

It is also appreciated when a PR agency informs you in advance when you can talk to whom, and then also show you around on the spot. Result? Five interviews neatly bundled and a nice location on top of it that also gave me the chance to soak up some atmosphere and local colour. Which ultimately resulted in a long and well-balanced weekend story that - despite the somewhat critical undertone - was also greatly appreciated by all involved because it was sufficiently realistic and substantiated. In other words: how a slightly different PR approach can get journalists on board more quickly.”

## 2





# IV

**contact & links**

# manley

## Pressroom

[www.news.manley.eu](http://www.news.manley.eu)

## Website

[www.manley.eu](http://www.manley.eu)

## LinkedIn

<https://www.linkedin.com/company/manleypr>

## Twitter

@manley\_pr

## Facebook

@manley.eu

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**manley**  
is a brand  
news agency