

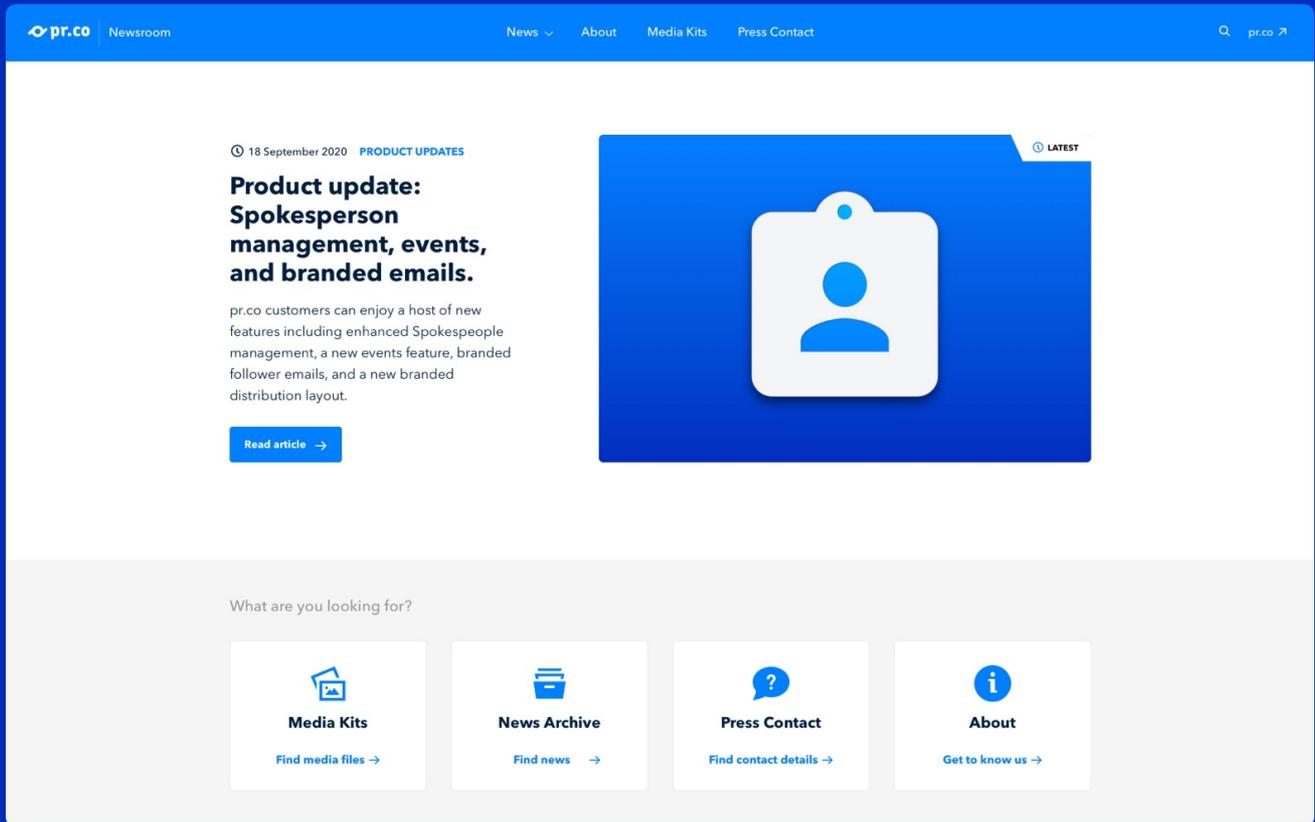
🕒 03 March 2021, 15:21 (CET)

pr.co launches newsroom solution for fast-growing brands

With an increasing number of our customers growing from promising startups to IPO, we have taken our newsrooms back to the drawing board. The result is a newsroom with more functionalities to help journalists, a more robust branded experience, increased scalability, and improved SEO. Along with that, this upgrade has made implementation and rebranding significantly faster.

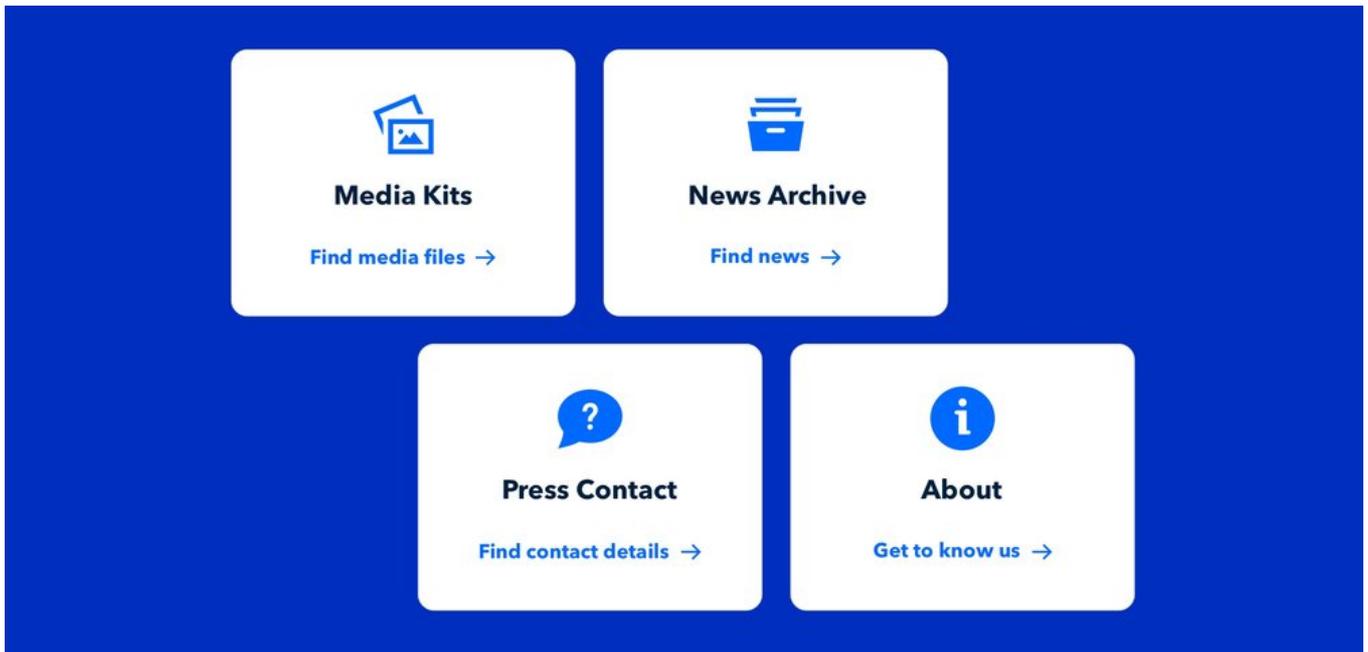
NEW ✨

Newsroom solution for fast-growing brands

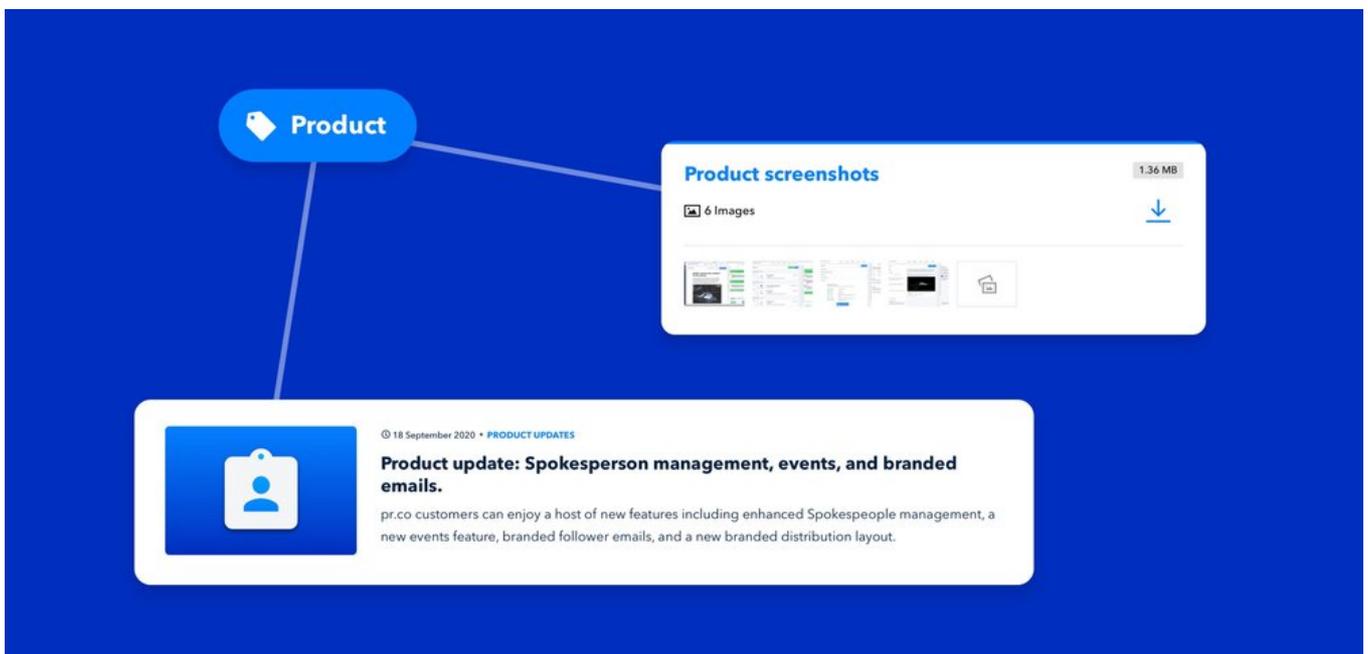


Co-designed with journalists

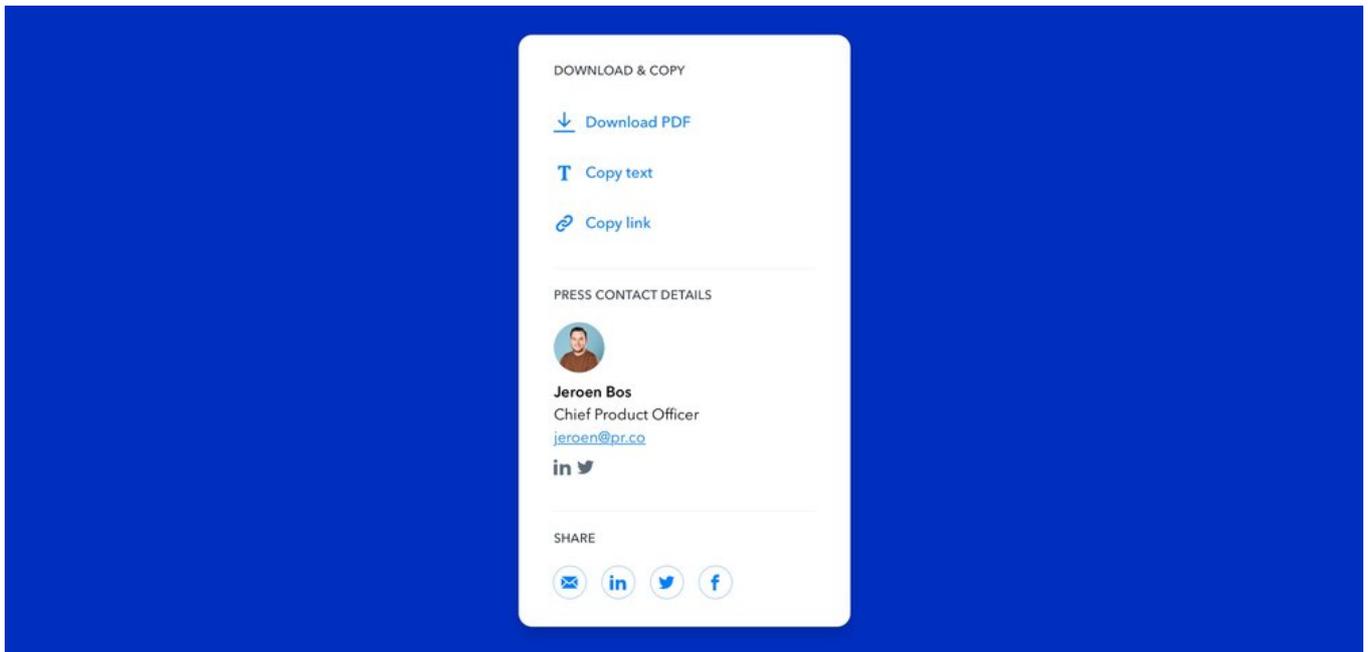
While it's tempting to build a newsroom on our customers' input, the best feedback comes from the people using the newsrooms: media professionals. We have interviewed journalists at Dutch and international outlets (like Sprout, MT and The Next Web) to learn how they interact with our newsrooms and discuss common frustrations. What we took away from these conversations: journalists should be able to find the information they need as fast as possible and without needless friction and frustrations. We have translated that into our product with the following features:



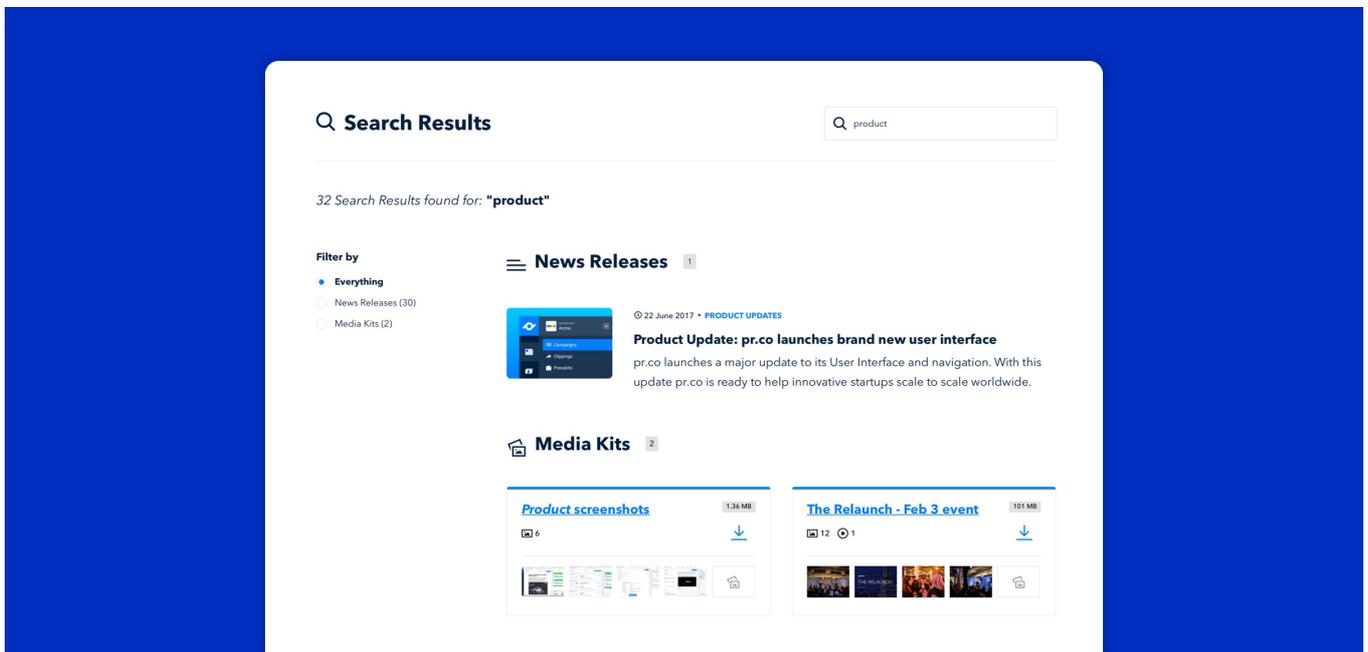
- **Easier navigation:** journalists often visit a newsroom with a purpose. We have made it easier to quickly jump to one of the six most important pages (news, media kits, spokespeople, contact information, company information, and press coverage) from each newsroom’s homepage.



- **Improved content segmentation:** we now allow customers to categorise news in topics and subtopics. This categorisation enables journalists to get an overview of news on a specific topic promptly.



- **Journalist toolbar:** a recurring frustration bubbling up in our interviews were copy-and-paste issues with the PDFs and websites that journalists encounter. To remove this frustration, we have developed a toolbar that appears next to your press releases. A journalist can use this toolbar to copy an entire press release, copy a specific section (paragraphs, quotes, sentences), retrieve the press release link, or copy the source link of an image.



- **Improved search:** if journalists are looking for something specific, our improved search functionality will search through all news, coverage and media kits for the information they need.

Entirely branded to your brand identity

For a message to come across, it needs to be thoughtful. For it to be memorable, use your branding. Our revamped newsroom solution has been designed to totally match our customers' branding. Our designers work with our customers' branding teams to get to that point — colour palette, typographic styles, imagery, iconography, and tone voice; we'll ensure a completely branded experience.

we Newsroom

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WeTransfer Newsroom

A collection of the most recent news, press mentions, and media assets.

23 February 2021

Vivienne Westwood renews call to SWITCH to green energy with WeTransfer and Serpentine

The designer and activist joins Groundwork project to share her ecological vision to protect our Earth for tomorrow

[Read article](#)

What are you looking for?

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Creativity news

News about WeTransfer's creative initiatives and collaborations

News Releases

Vivienne Westwood renews call to SWITCH to green energy with WeTransfer and Serpentine
23 February 2021 Creativity

WeTransfer Teams Up with Illustrator Alva Skog
17 February 2021 Creativity

WeTransfer and Serpentine launch Back to Earth: Groundwork
29 January 2021 Creativity

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Media assets

Search Media assets

Company logos 7 images

WeTransfer Brand 7 images

WeTransfer Products 16 images

WePresent 7 images

Gordon Willoughby, CEO 4 images

Amsterdam Office 8 images

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Company information

Facts Story Products Executive team History Supervisory board Advisory board Ownership

Company facts

70 million
monthly users in 192 countries

200+
employees

80
NPS score

Certified B Corporation
since June 2020

Story

Welcome to WeTransfer

Whether it's designing intuitive tools to get ideas on the move or building big, beautiful ads that don't get in the way, WeTransfer has always looked at creativity a little differently.

Having made its name in the game of quick and simple file-sharing, WeTransfer has grown into a collection of tools designed for and inspired by the creative process. Collect in the go-to app 13M people turn to for saving and sharing inspiration. Present in the collaborative presentation tool of choice for over 40,000 fast-moving teams. Paper* helps 30M artists sketch, paint, and draw on iOS.

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Awards

WeTransfer's awards and recognitions from A to Z.

ADC Awards (One Club)

Integrated - Branding / Campaign
Since 2016
WeTransfer's award-winning campaign, "The Idea We Transfer"

Illustration - Digital / Series
March 2019
WePresent by WeTransfer, International Marketing Days - Region*

AdExchanger Awards

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Published on 22 October 2020, 14:23 (CEST)

WePresent Collaborates with Surrealist Illustrator Polly Nor on new animated film

Nor's first animated film explores loneliness in these troubling times

▶ "How Many You Even?" A Film by Polly Nor & Andy Green Studios

“Working directly with our creative team, pr.co built a great media centre, fully matching with WeTransfer’s branding.”

— Annematt Ruseler, Senior Director of Communications WeTransfer

Built to scale

Zwift, Dopper, WeTransfer, Swapfiets, VanMoof, EVBox— many of our customers have been catapulted into hypergrowth. With our redesigned newsroom, we have made it easier for fast-growing brands to add new local teams, communicate in multiple languages, collaborate with agencies, and roll out a strong news publishing strategy across various time zones and markets.

News made findable

Journalists’ inboxes are crowded places; journalists report relying more on their curated news feeds and research, and less on the press releases they receive in their editorial inbox. Because of this trend, search engines are an increasingly important driver in the discovery of your news. We have improved the way our newsrooms are indexed by search engines, making your news available to a global audience in a matter of minutes. A nice side effect: these search engine optimisations will also help build out our customers’ domain authority. Happy PR team, happy marketing team.

Faster implementation and updates

An important requirement for our product team has been to build the newsroom solution so that new functionalities can be rolled out to all customers without manual development. Simultaneously, we have drastically improved the time required to set up an entire newsroom, rebrand an existing newsroom or add new local newsrooms. Our Account Management team can now design, build and implement a fully branded newsroom within a week.

Want to have a look under the hood?

A few examples of customers newsrooms we have already upgraded:

- [WeTransfer](#)
- [ING](#)
- [EVBox](#)
- [Artsen zonder Grenzen](#)

Over the coming weeks, we will be contacting customers to transition to our new layout. Are you excited to get started ASAP? Or not yet a pr.co customer? [Schedule a demo](#) or talk to us right now via live chat.

ABOUT PR.CO

pr.co equips communication teams around the globe with the right tools to get their story told. Build newsrooms, write and edit news, publish press kits, manage contacts, pitch the media, and get automatically generated reports - in one tool. No matter whether you're a one-person show, or a globally active corporate; we've got your back.



pr.co