



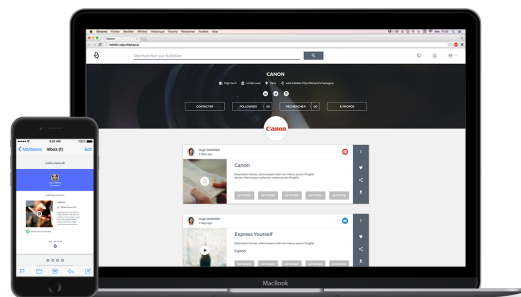
## Babblar: the game changer of the PR World Launches First Social Media Platform for Media Relations To Bring PR Pros and the Press Together

NEW YORK, November 17th, 2015 –



Today, sisters and Co-founders Hannah Oiknine and Sarah Azan, announced the opening of their New York office and the US launch of [Babblar](#), first real-time media relations platform for the digital age, that helps PR and media professionals to communicate better.

Babblar helps create, manage and engage media communities by providing them the best way to interact with their network of sources, content, and story ideas, all in one place.









“Today, the average reporter is writing or editing 5 or more pieces per day. They need information that’s immediately on target otherwise it’s tossed out,” said *CEO and Co-Founder Hannah Oiknine*. “Considering that there are 5 PR professionals for every one journalist and reporters open only 3% of their email, productive media relations has to leave the inbox and move into the digital age an onto a platform that works for PR Pros and reporters alike.”

### PR pros of yesterday are Media Communities Manager of today!

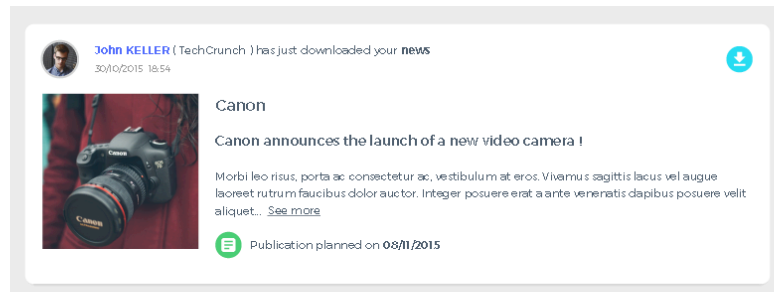
REPORTERS OPEN 3% OF THEIR EMAILS

**DO YOU THINK  
IT’S THE BEST WAY  
TO INTERACT WITH THEM ?**

-  CREATE A PROFILE
-  INVITE YOUR NETWORK
-  FEED YOUR WALL
-  FEDERATE MEDIA COMMUNITIES
-  GET LIVE NOTIFICATIONS
-  ANALYSE AND COLLABORATE

While the media has changed from a print mechanism to a mobile multimedia environment, PR remains stuck in the 20th century. Consumers want news on demand, and in turn demand that credible journalists give it to them immediately in written stories, video, audio, live feeds, in cool headlines and 6-second vines and matching quizzes.

**PR pros and journalists need a space to obtain and share digital content to create the best journalism in the 21<sup>st</sup> century. Babblar is that place.**



Example of live notifications

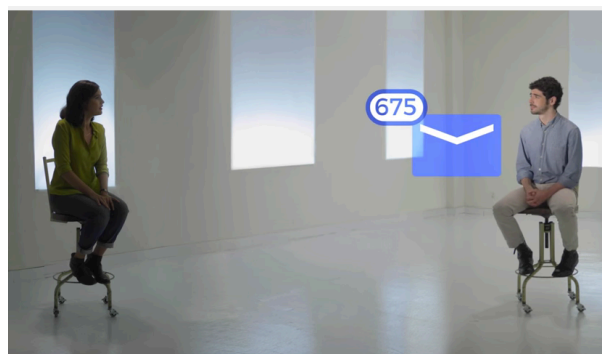
**SAVE TIME ENDING WITH**

- ✓ **CONTACT MANAGEMENT**  
Excel lists, Updates, Filters
- ✓ **EXCHANGING CONTENT**  
All your files can be uploaded on Babblar
- ✓ **STOP PR MASS MAILING**  
Reporters want customized pitch
- ✓ **BUILDING REPORTINGS**  
Collaborative reports
- ✓ **ANNOYING FOLLOW-UP**  
Live notifications

Babblar is a cloud-based platform that works with the efficiency and instant connection of a social network, the content sharing capability of DropBox and the branded, invitation-only professional connection-making like LinkedIn.

On Babblar, each brand, agency and press member establishes his or her own profile to easily upload and share information, and brands can invite reporters to follow them and identify appropriate reporters for coverage. Voila! Brands and reporters connect on their terms, share information, plan stories and find sources to easily write stories without ever using email. Babblar is free for reporters and available as a monthly subscription basis to brands and agencies.

Also, check out Babblar's own live action video [here](#), where PR Pro Jen and 8 years reporting veteran Mike keep it real about what media relations is like today.



Babblar reconnects PR pros and Reporters.

<https://www.youtube.com/watch?v=qLZBxkrDx0>

Developed in Paris in 2013, Babblér has attracted more than 300 international brands and agencies and over 3000 European reporters, bloggers, editors and influencers to the platform. Lenovo, Nestlé Waters, Dyson, Pinterest, Canon and Danon as well as Élan Edelman, Golin Harris, KingCom, Hopscotch and others have found a new way to instantly connect with reporters and share content directly through Babblér.

### About Babblér

[Babblér](#) is the first real-time media relations platform for the digital age, that helps PR and media professionals communicate better. It is the only opt-in network that lets both groups instantly share news, content and messages in a single platform. Our B2B service is available for all industries: companies with internal PR resources (all sectors and sizes), PR agencies (consumer and corporate) and PR and media freelancers. Babblér won the French 2013 *Microsoft Imagine Cup* and is listed in *Challenges Magazine's 2014 Top 100 Best Start-ups To Invest In*. Babblér has received significant investment to date from Fred & Farid Group, Fashion Capital Partners and high-level angel investors in the PR and advertising industries.

### Media contact:

Hannah Oiknine

CEO, Babblér

[Hannah@babblér.us](mailto:Hannah@babblér.us)



[www.babblér.us](http://www.babblér.us)



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