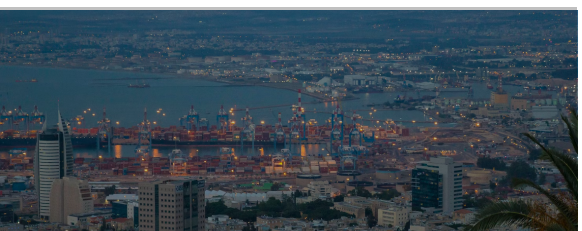
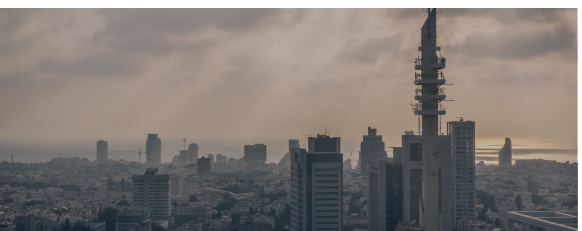


Home to one of the world's leading tech industries, Israel is a strategic growth market for many Touchdown clients.



Delivering PR in Israel

Israeli tech continues to impress and inspire, having raised \$10.9 billion in the first half of 2022, and the world has noticed. Global companies are flooding to the Middle East in search of local talent to merge the latest technologies to their platforms. With new R&D collaborations at home and abroad, investment in Israel companies is growing exceptionally.

Promoting the business goals of global companies in the Israeli market requires a deep and comprehensive knowledge of the local media and its ecosystem. Although fairly small, the Israeli media market operates a variety of platforms in parallel to highly influential social networks; shining a critical spotlight on the business sector, and constantly adapting its agenda to keep consumers continually engaged.

Delivering marketing communications and PR in this complex environment used to be an intricate, time-consuming, and expensive proposition. However, Touchdown offers a 'hub and spoke' platform that allows us to extend US and EMEA PR programs into Israel, offering a truly global proposition in an affordable, streamlined, and efficient way.



Who we are and what we do

Touchdown's Israeli team has successfully managed PR campaigns for startups and blue-chip brands. The team features prominent communication consultants and content writers who bring added insights and experience to ensure a client's message and story are localized for maximum impact.



Creating a brand story that supports client goals is consistent with the zeitgeist, the team then formulates a strategic plan and builds marketing campaigns that span traditional communication, use of influencers, Facebook communities, podcasts, bloggers, and sectorial communication.

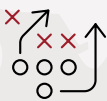
Touchdown's Israeli team is led by Irit Nachmany, a prominent PR and strategic consulting expert with over 15 years' experience. A former CEO of one of Israel's leading PR agencies, Nachmany has accompanied global entities seeking to enter the Israeli market or strengthen local operations, including: ACE, Dyson, AIG, Abu Dhabi Investment Office, 3M, LIME, Zerto, and Globalization Partners.

Extending PR into Israel is an affordable, effective, and viable option for Touchdown clients.



Content marketing

Strategies for delivering content across paid and owned, traditional and digital, media platforms



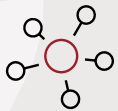
Strategy & Insights

Research that identifies valuable market and brand opportunities



Financial & investor relations

Supporting M&A, IPO and funding rounds



Channel comms

Connecting you with your partner, MSP ecosystem



Digital marketing

Search marketing, content optimization, websites, SEO, SEM, PPC

What we do.

Our services and capabilities.



Social media

Engaging and conversing with influencers via organic and paid digital platforms



Public relations

Community engagement and relationships, crisis management



Design, digital & branding

Creating brand identities alongside effective designs, UX and marcom



Media relations

Messaging that defines your narrative and tells your story across earned print, broadcast and digital media



Analyst relations

Engaging with, and educating, those who define, measure and evaluate the market

