

Our Bland PR Guide

We say it best when
we say nothing at all.

Less is more.

When it comes to writing press releases, less is more.

Less unique information means less coverage. And less coverage means more people taking less notice of our bland, making us more irrelevant than relevant.

When we deliver on each of these points, we guarantee our press release says nothing for our bland.

Press to release.

Press releases don't need to be newsworthy or contain any information that's of any interest to anyone. Whether it's outdated research, a product no one cares about or an irrelevant new hire, we press to release our non-story to anyone at any time.

Add unoriginal or out-of-date facts, figures and findings plus our bland name at every opportunity.

Attention avoiding headlines.

We avoid using headlines that grab our audience's attention. And we avoid covering what the story is, or showing why people should care about it.

We keep our headlines as bland and generic as possible so no one knows what to expect from our press release.

The point is there is no point.

Most people only read the first paragraph of a press release so we fill it with as many key points as possible, making it really long-winded and hard to read.

Sometimes we fill a whole page with the first paragraph and remove any of the paragraphs that follow.

We never break up information or put main takeaways in bullet points. That way, everything is really reader-unfriendly.

Discredit the source.

We don't cite sources or explain a methodology when including research or statistics to support a press release. Without credentials, there's no credibility.

That means information can't be verified. And that means we have no story, guaranteeing no one covers it.

We make it difficult for people to get anything from our press releases so they end up doing nothing for our brand.

Quantity not quality.

We use as many quotes as we can. They're long, full of jargon and contain no insight or information.

We avoid using quotes that make us sound like a real person with a valuable opinion. Where possible, we make it impossible to connect a quote to our story.

Totally Mundane™

Bland isn't a registered trademark and the contents of this guide aren't protected due to similarities with every other bland in the world.

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