

A photograph of two people sitting at a restaurant table. Both individuals have their heads completely covered by large, plain brown paper bags. The person on the left is wearing a black sleeveless top and is holding a fork with a small piece of food. The person on the right is wearing a dark red or maroon long-sleeved shirt and a patterned tie, and is holding a glass of red wine. The table is set with white plates of food and wine glasses. The background features a window with light-colored, swirling patterned curtains. The overall scene is dimly lit, typical of an indoor restaurant setting.

Blind Insight Session

How professionals choose each other in a
competitive PR market

Mechanics

1. Introduction
2. Cross-examination
3. Blind choice
4. Advisors from the audience
5. Blind insights
6. Voting
7. Results

- 3 corporate PR directors
- 3 agency PR people / consultants
- 3 problem cases

Your opinion matters!

- You might be invited as an advisor
- You are welcome to ask questions during the cross-examination
- You will vote and thus define the winner
- You are welcome to like and comment

Corporate
Directors

Agencies or
Consultants

Like



Today's participants

Corporate
Directors

Agencies or
Consultants

- **Leroy Merlin**
 - Galina Panina (RU)
- **Godrej Industries**
 - Sujit Patil (IN)
- **Indian Oil Corporation**
 - Sabitha Natraj (IN)
- **Competence Comms**
 - Lorenzo Bruffani (IT)
- **JSP Comms**
 - Phil Osagie (NIG)
- **cc:catalfamo**
 - Gianni Catalfamo (IT)

Voting Strategy - Selecting 1 Choice!

Best Case Presentation:

LM

GI

IOC

Best Agency Strategy:

JSP

CC

GC

Introduction

- A quality you most appreciate in a consultant?

- A crucial question every client must be asked?

cases & questions





Blind choice

(pick an advisor)

“Agencies will die”



Do you deal with agencies / consultants? Are there cases when you do not? What would you do in a situation like this? Did you have any relevant experience? Would you choose a global or a local player? Were you ever saved | disappointed by a PR consultancy? Will agencies die?



Insights

(and questions)

Actual Voting (1 Choice Only!)

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LM

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Best Agency Strategy:

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Blind Insight Session

Conclusions