

# WHO IS In The Driver's Seat?

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Communication Power

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# Who Is Driving?



**Consumers?**

**VS.**

**Brands?**



# **Brands**

**communication**

**The public  
Only..**

**Reacts!**



**In the past...**



# **Starting from the Propaganda to the two-way Symmetrical Concept, the public was reactive to the Communication Campaigns!**

*Communication*

*Reach*

*Understanding*

*Change in  
attitude*

*Change in  
behavior*



**In the old times,  
media used to own  
“NEWS” and that was  
why they attracted  
audiences.**



**Nowadays, individuals are posting their own version of the story**



**NEWS is abundant**



# Modern Egypt





**In our part of the world**

**Population is 103 Million People**

**mobile penetration is 113%**

**Illiteracy rate 30%**

**Over 35 Million on Facebook**

**95%** of mobile internet users are  
**PREPAID**

**The communication revolution coming from the use of the internet over mobiles made public choose what they want to hear or see. Rather than getting exposed to campaigns.**

**1- Follow**

**2- Block**

**3- Alert**

**4- Monitor**



# What should we do?



**Act Fast..**



# Stakeholders and target audiences

**Profiling by  
Behavior,  
Attitudes.  
Clustering  
through  
Activities  
and Trends...**



**Networks focus on following the Behavior  
of their audiences and Repeating  
their choice rather than Imposing  
ideas and enforcing change...**





**We Need To Be there when  
they tune in...**



**More attractive and appealing ...  
make THEM search for us ...!!**



**No option *But* ...**



- 1. Innovative campaigns**
- 2. Clustering stakeholders according to behavior**
- 3. Staying up to date**
- 4. Being Real & Transparent**



# Possibly the best apology Ever...



## WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](http://kfc.co.uk/crossed-the-road) for details about your local restaurant.

**Be stubborn and fight change,  
Stay on PR... OR**



**PR will never be the same...**



**Thank you!**