## WHO IS In The Driver's Seat? WCF-Global 2018, 9th edition <u>Comunication Power</u> 21<sup>st</sup> March 2018

Presented By:

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## Who Is Driving?



## **Consumers?** VS. Brands?











#### 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!









#### In the old times, media used to own "NEWS" and that was why they attracted audiences.



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

## **NEWS** is abundant



#### Modern Egypt



RADA Research & Public Relation CO.

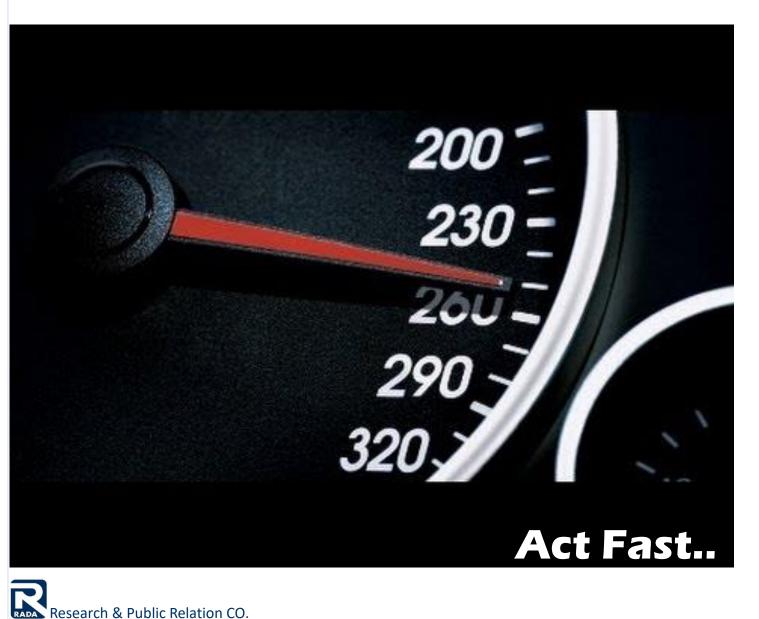
# In our part of the world **Population is 103 Million People** mobile penetration is 113% **Illiteracy rate 30%** Over 35 Million on Facebook **95%** of mobile internet users are PREPAID

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.





## What should we do?



#### **Stakeholders and target audiences**

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

**Donald Draws** 

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10.000

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## 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 <u>THEM</u> search for us ...!!



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## 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...

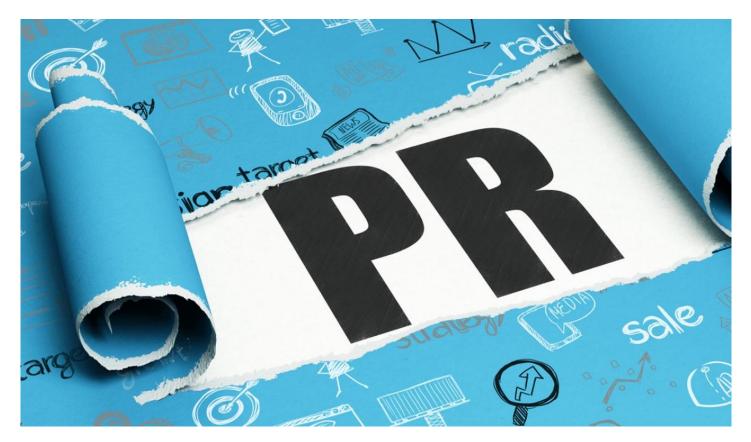
#### WE'RE SORRY

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 for details about your local restaurant.

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



### PR will never be the same...





## Thank you!

