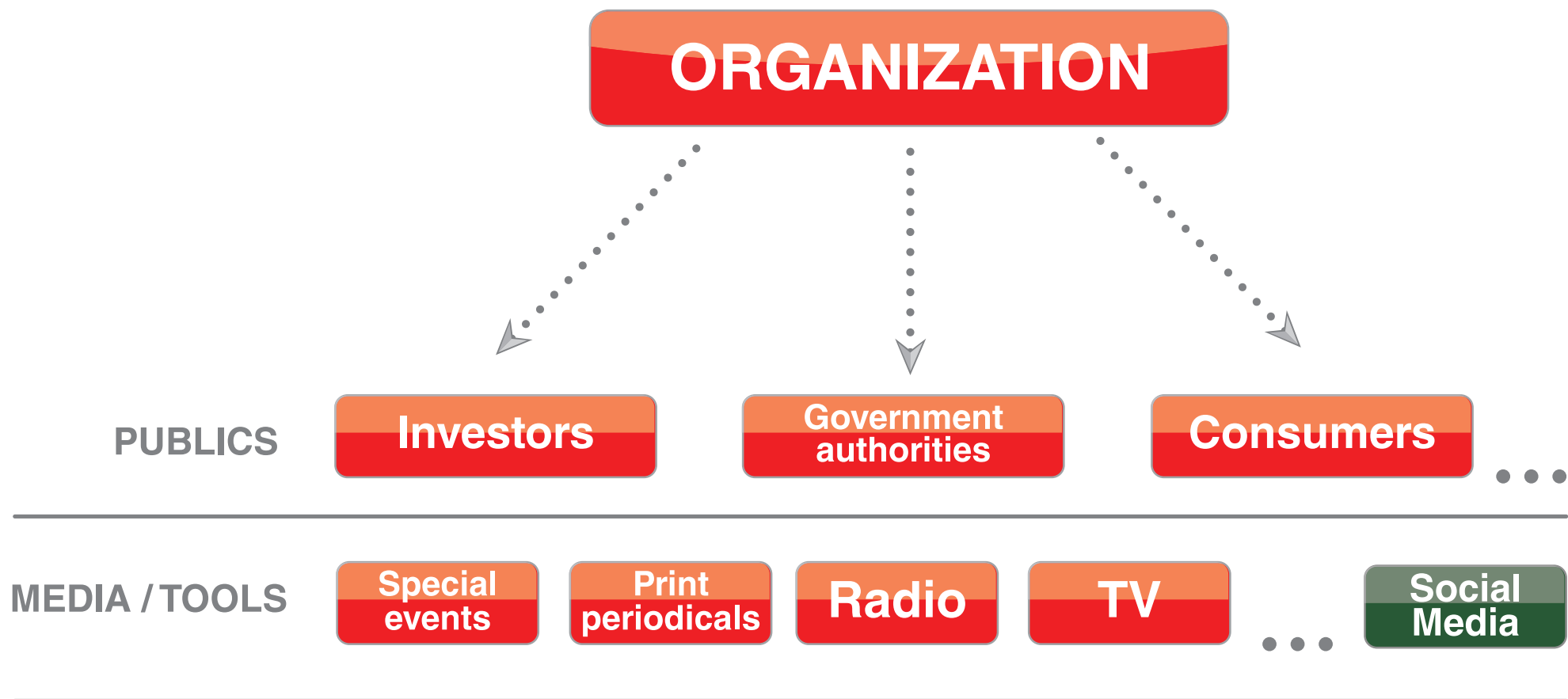


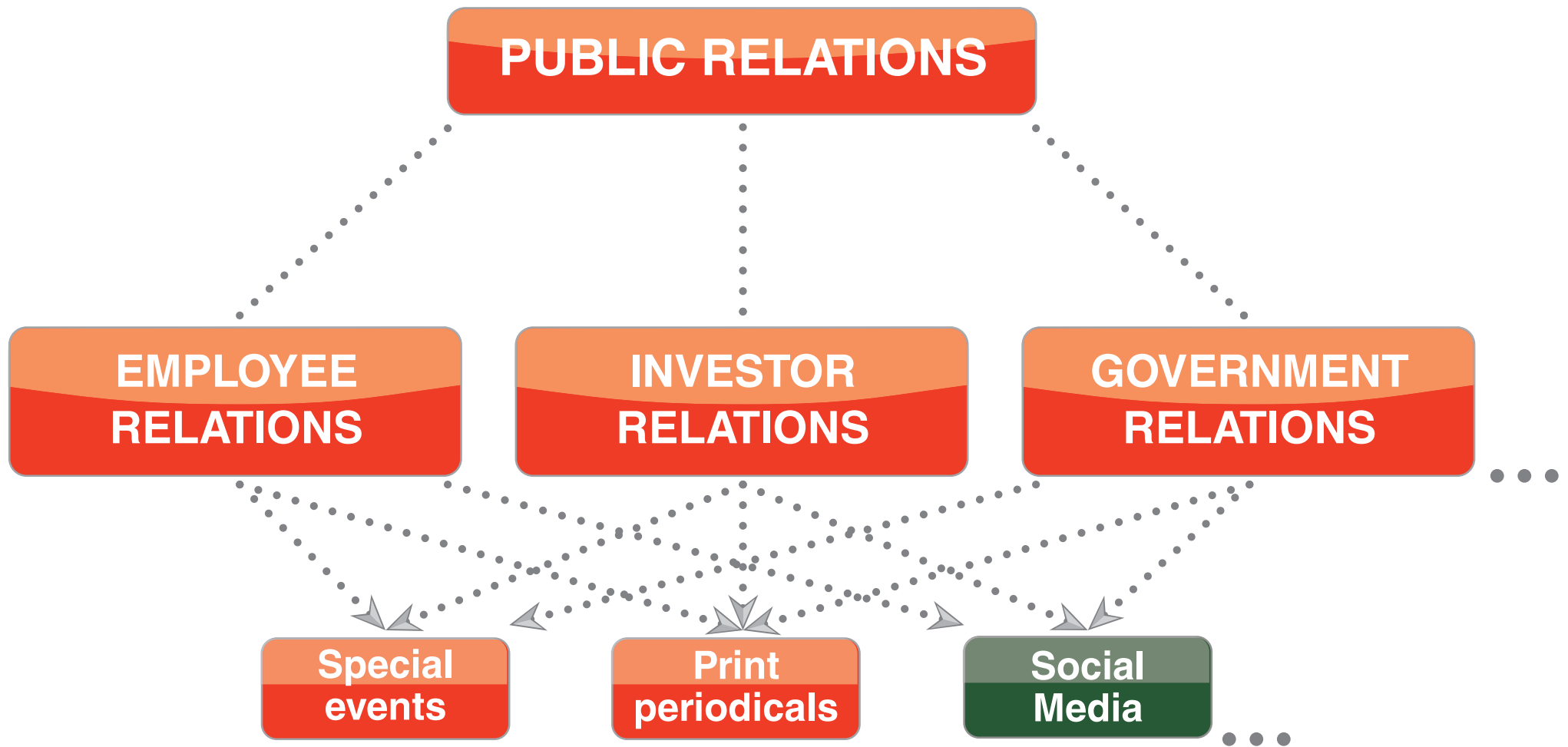


## **Social PR vs Traditional PR**

**ANDREY BARANNIKOV**

CEO of SPN Ogilvy, Chairman of AKOS-ICCO,  
Vice President of the Russian Public Relations Association





“The time will come, and TV will transform the life of the mankind.  
There will be no books, no cinema no theatre, there will only be TV all around.”

**1950s**



**1970s**



“Moscow Does not Believe in Tears”  
USSR, 1980



**PRESS TOUR**



**BLOGGER TOUR**





▶ “Public relations has the ability to drive **talkability** across **multiple platform** in both traditional and social media.”

Stuart Smith, CEO, Ogilvy PR EAME



