

# The Future of Integrated PR Campaigns

PR Design Video

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## Founder of Canela Public Relations



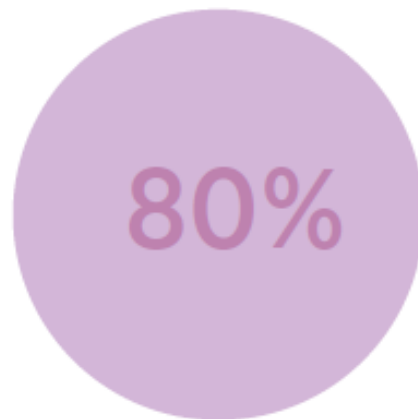


Challenges we face as we try to **stay ahead of evolving media and its evolving audiences and their evolving tastes.**

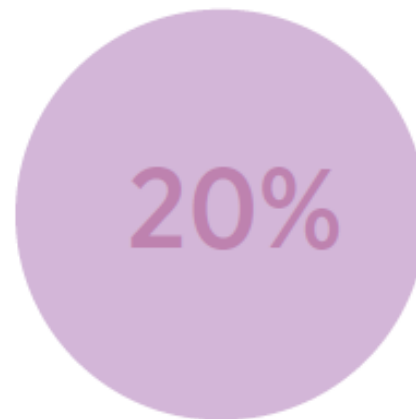
PR agencies need to become  
**more design-centric.**

## We are visual species

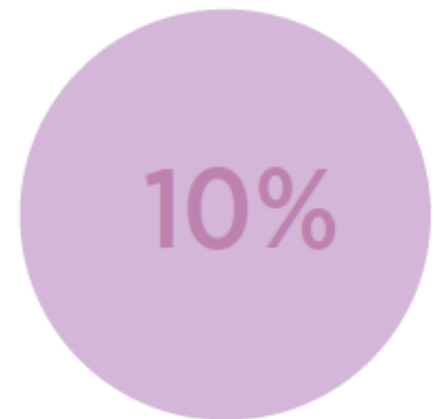
People retain:



of what they  
**see**

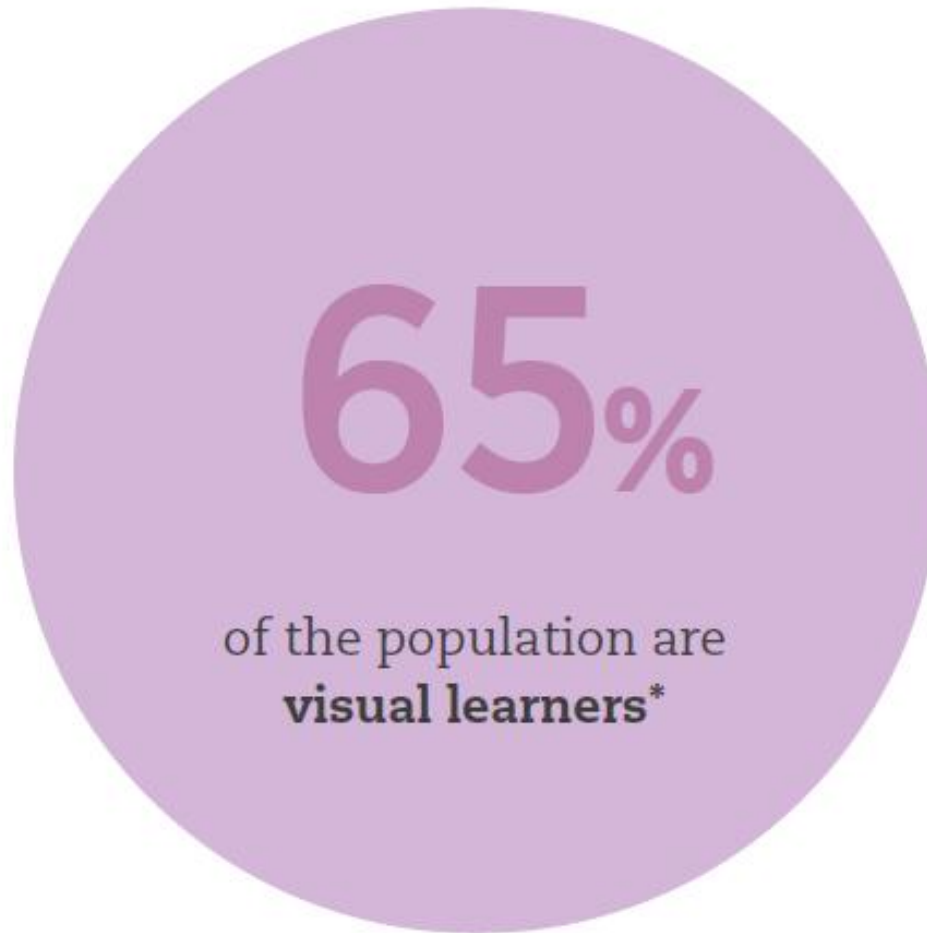


of what they  
**read**



of what they  
**hear**

## We are visual species



\*According to study conducted by the University of Iowa

## We are visual consumers

- › The growth in penetration of **mobile devices**
- › The rise in **social media platforms** where consumers share information



**We are visual consumers**



**6 billion**  
HOURS OF VIDEO

are watched on  
**YouTube each month\***





We have to produce something interesting enough which will **motivate our target audience to share it.**



Video by Darrical Studio for GAES.

## To conclude:

- › Research our **target audience**
- › Establish our **key messages**
- › Choose **the most effective way** of getting the message across

**Thank you very much**