



PR in 2020 and beyond

Yvonne van Bokhoven



▼ **Europa** **100,0%**

● **Noord- en West-Europa** **74,5%**

Scandinavisch **60,2%**

Iers, Schots en Welsh **14,3%**

● **Zuid-Europa** **25,5%**

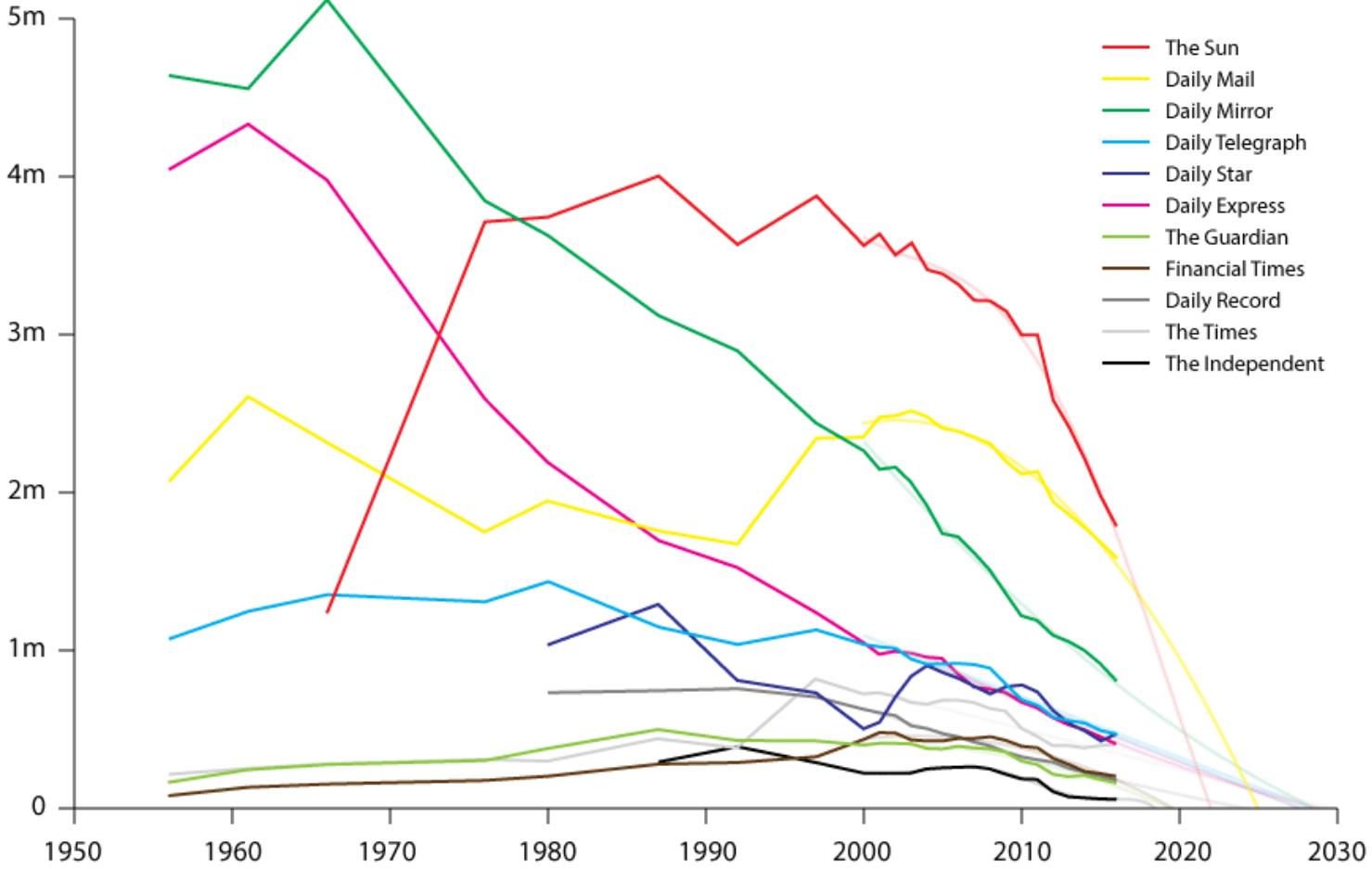
Iberisch **16,0%**

Grieks en Zuid Italiaans **8,4%**


Italiaans **1,1%**

Yvonne Van Bokhoven **100,0%**

WHAT IS HAPPENING TO MEDIA



British newspaper circulations, 1950-2030

A stack of rolled-up newspapers, showing the edges of the pages and the binding. The newspapers are stacked in a way that creates a sense of depth and volume. The text is overlaid on the center of the stack.

**THE VAST MAJORITY OF NEWSPAPERS WILL BE
DEAD IN 5 YEARS**

**ONLINE NEWS MEDIA ONLY HAS A 6% SHARE OF
OUR TOTAL MEDIA ATTENTION** - GLOBAL WEB INDEX

The background of the image is a dense, overlapping field of US dollar bills, primarily one-dollar bills, scattered across the entire frame. The bills are oriented in various directions, creating a textured, busy appearance. The colors are muted, with a light beige or off-white tint over the green and grey of the original currency.

**SOCIAL MEDIA ADVERTISING IS BECOMING THE
THIRD-LARGEST ADVERTISING CHANNEL,
BEHIND TV AND PAID SEARCH** —ZENITH MEDIA



**BY 2022, ONLINE VIDEOS WILL BE MORE THAN
82% OF ALL CONSUMER INTERNET TRAFFIC** - CISCO



**PR CAMPAIGNS WILL NEED TO BE MULTIMEDIA AND
MULTICHANNEL TO REACH THE AUDIENCE**

**OR 'PUTTING THE PUBLIC BACK INTO PUBLIC
RELATIONS'** *— DEIRDRE BREAKENRIDGE*



CANNES
LIONS

The logo features the text 'CANNES LIONS' in a bold, white, sans-serif font. To the right of the text is a stylized white outline of a lion's head and neck, facing left. Below the main text, the words 'INTERNATIONAL FESTIVAL OF CREATIVITY' are written in a smaller, white, sans-serif font. The entire logo is superimposed on a background image of a beach at night, with a large, ornate building illuminated in the background and a marina with boats in the foreground.

INTERNATIONAL FESTIVAL OF CREATIVITY

**MAIN TREND- MOST CAMPAIGNS CROSS ALL
CHANNELS**

SO WHAT IS THE DIFFERENCE BETWEEN AN AD AND A PR CAMPAIGN?

“When it is a campaign created with earned media in mind”

1) USING THE POWER OF SOCIAL TO CREATE A BUZZ



2) CO-CREATION



3) LINKING YOUR BRAND TO SOCIETAL ISSUES



4) DATA AND ANALYTICS



5) THINKING AHEAD OF THE MEDIA AGENDA



6) ENGAGE WITH NEW COMMUNITIES



7) USING PR TO CHANGE LEGISLATION



SO WHAT MAKES A GREAT PR CAMPAIGN IN 2020?

- 1) Make it relevant- ask yourself why anyone would care?
- 2) Think like a journalist, what makes news?
- 3) Invest in good visual content, research and data
- 4) Boost your content with paid social
- 5) Engage influencers
- 6) Find new online communities
- 7) Measure the results and tweak your campaign

Ευχαριστώ πολύ

