

PR WIRE **PR WIRE**

E-zine designed and published by PR students as part of the experiential learning process at SCMC



EDITORIAL DESK

The PR Wire is an initiative by the students of SCMC specialising in the field of Public Relations. The PR Wire is a platform for students to discuss various aspects of the industry, both local and global, backed by research along with opinion pieces and industry news. Public Relations is an ever-growing and dynamic industry, and with this first edition of the PR Wire we give you a glimpse into how PR education is shaping up at our institute

TRADITIONAL PR'S MORPH INTO DIGITAL PR

WHAT'S INSIDE

The Era of the Digital.....	01
Top 7 must- read books for every aspiring PR pro.....	04
Traditional Celebrities to Instagram micro-influencers.....	05
Digital or Traditional PR – what do clients want?.....	06
Embracing the Power of Digital Media.....	09
#TeaForTrump.....	10
Pick Your Brains.....	10
The Evolution of Internal Communications (Interview).....	11

THE ERA OF THE DIGITAL – HOW SIMILAR IS MODERN PR TO TRADITIONAL PR?

- **Liora Bhite**

Building relationships is essential in public relations, be it traditional or the new-age digital media. Traditional PR is all about print and general press, through newspapers, radios, TV and so much more. In today's world, PR is everywhere, and on every platform, this is the new age of digital PR.

Edward Bernays, the father of public relations, tackled newspapers and formed a connection between the product and the customer through unconventional spin. He utilised traditional PR to its full capacity. Traditional PR is a direct form of communication between the consumer and the brand, ensuring positive connections.

Here is another great example from Bernays' portfolio. For the Beech-Nut Packing Company, bacon sales were quite low, and so Bernays got 2,000 physicians to sign a statement that said that a heavy breakfast was healthier than a light breakfast. He effectively convinced the public that something like bacon; a high sodium, fatty food item, was somehow healthy.

Digital PR is a means of reaching consumers on a large scale and through multiple online platforms. It uses multiple platforms such as social media, websites, blog, video platforms and online news sources. An example of a sophisticated use of digital PR would be Pepsi's Augmented Reality (AR) campaign during Halloween in 2014. Pepsi installed augmented reality and facial tracking technology into the bathroom mirrors of a movie theatre, which allowed them to turn customers into scary faces when they looked at the mirror. The campaign had over two million views on YouTube and boosted Pepsi revenue.

While traditional PR is executed through text in newspapers, or audio and video on radio and TV channels, digital PR allows more flexibility in execution. But both forms follow a similar process of segmentation and positioning. As mentioned above, it's only the implementation that differs.

Be it traditional or digital PR, the message being sent across is the same. To prep for any PR campaign adequate planning, segmentation and positioning are required, therefore a PR plan is needed. PR plans are important as a lot of money is invested in a PR campaign and ensuring the best results, a study of the market and the audience is essential.

It would be wrong to assume that Digital PR has overruled traditional today. Traditional PR still is still being implemented with a digital twist in order to reach larger crowds faster. Traditional still has a stronghold in many countries such as India where a large population still subscribes to newspapers and watches TV advertisements. The transition from traditional to digital has been major assistance for brands and consumers, but it should not be mistaken that the traditional side is long gone.

A great example of a campaign integrating both forms is the range rover Evoque campaign of 2019, created by Spark44. The traditional part of the campaign was an offline stunt; a large speed breaker was placed on the streets of Sussex, which none of the cars could cross. Then, a Range Rover Evoque drove in and went over the speed bump, crowd reactions were recorded. For digital communication, those reactions were compiled into a campaign video and posted to YouTube, which garnered 70 million views. This allowed communication within England and the rest of the world, spreading awareness of the features of the new car. The above campaign shows how important traditional PR still is, and further combined with digital allows a company the best of both worlds.

He is a coward. I
#ScrewNike



of C.K. in your coming
port your company. #boj

Stayfree



CAMPAIGN ROUND-UP: TOP 7 IN DIGITAL PR

- Sahinya Sundaesan



In a year full of limitations, brands made full use of everything at their disposal to connect with audiences. Here are 7 incredible PR campaigns from around the world in 2020.

- **#ItsJustAPeriod:** Stayfree's #ItsJustAPeriod, aimed to trigger period-related conversations within families to remove stigma.
- **Barber Suraksha Programme:** Gillette's campaign strived to provide support to the barber community during the lockdown imposed in the midst of a global pandemic.
- **At Home with Airbnb:** Airbnb introduced Online Experiences on its platform after a stall in revenue across the globe - an easy opportunity for someone to become a host, earn an income, and pursue a passion.
- **Shot from Home:** The result of sending merchandise to models for Zara was a set of refreshing self-photographs of the models in their residences.
- **Ready for Sport:** 'Ready for Sport' campaign, a part of Adidas' response to the COVID-19 global relief efforts, collected funds for WHO's COVID-19 Solidarity Response Fund.
- **Adopt a Keg:** With many bars remaining closed in Denmark, Carlsberg supported its native pubs by asking citizens to "adopt a keg" in exchange for beer.
- **20-Second Soap:** A big message in a small package, Irish agency Verve created soap that would only last 20 seconds to encourage washing hands thoroughly.

PEARLS BEFORE SWINE

BY STEPHAN PASTIS

COMIC CORNER





ROLE OF ADVOCACY IN DIGITAL PUBLIC RELATIONS IN INDIA

- Susan Sony

“Most practitioners know intuitively that the advocacy function itself (thereby, Public Relations) is neither good nor bad. Rather, it is the way in which the function is carried out that makes the difference.” – Ruth Edgett, PR Researcher

A modern-day advocate ideally champions causes as well as organisations, something that a PR practitioner should be suited towards. Till recently, advocacy in India meant getting media outreach to touch on important issues, a very traditional technique of communications. However, with the surge in digital PR in the country, the very meaning of advocacy has changed. Now, the outreach process includes policymakers, general public, communities and industries promoted through the media vehicle.

Advocacy has no set path- it is very agenda specific. The first step is to identify if your brand needs advocacy, which can be done by seeing the problems it solves and then how they are connected to the people. Every brand has its own stakeholders (target audience, benefactors, directors, employees) who each have their own set of problems that can resonate with the brand, which should be the focus. Any space for reassurance should be ideally occupied by the brand to manage reputation. Thus, a deep understanding of how the brand works is crucial to setting a clear agenda.

Public advocacy only becomes more important in digital society. A single tweet can spell doom for a brand, which is why making public statements and garnering their support is of utmost importance. This ties in to concepts of crisis prevention and management. For e.g. In case of the recent Zomato crisis where a woman claimed to have been punched by a delivery person, the main reason people questioned the woman’s claims were because Zomato has already built a lovable image of their delivery persons (adding their name and bio to order info).

Of course, when it comes to advocacy and public relations, as a professional one may have to choose between the two. Would the focus be on the brand or the issue? As every case is different, introspection of core issues is key to managing and staying supportive of causes. For e.g: When Pepsi hired Kendall Jenner as their face to show support for protesters, they were met with heavy criticism of being tone deaf. The protest was in support of minority and underprivileged people who did not appreciate being a rich, privileged representative who was already known to be associated with not paying her workers (who were from the said minority groups) and mistreating them.

As PR professionals we often face clients who don’t know what they need, and don’t really understand our profession. Thus, it is our duty to uphold ethical practices and educate clients on the same, and encourage them to make the right decisions. The compromise between the business end of the brand and the world-concerning issues can be a tightrope to walk, but this only goes to show how the role of advocacy in PR is only increasing in significance for the years to come.



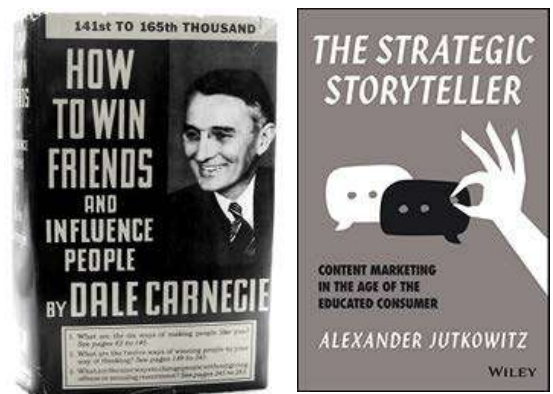
TOP 7 MUST- READ BOOKS FOR EVERY ASPIRING PR PRO

- Kunal Gandhi



BUILDING A STORY BRAND

Staying up to date on industry trends, guidelines, and best practices is one of the best ways to become an expert in public relations. Even if you are short on time, here are books to read that are well worth the time!



- How to Win Friends & Influence People – Dale Carnegie: This book stresses the importance of truly caring for people and paying attention to what they have to say. It encourages you to always put yourself in the shoes of the other person so that you can understand and feel what they're going through.
- Trust me, I'm Lying - Confessions of a Media Manipulator – Ryan Holiday: The author shares incredible stories from his own experiences with viral marketing, web marketing, and public relations campaigns.
- The Strategic Storyteller: Content Marketing in the Age of the Educated Consumer – Alexander Jutkowitz: This book is an actionable guide for how today's communicators can approach forming a narrative. It is a detailed, realistic guide to transformative storytelling.
- The PR Masterclass: How to Develop A Public Relations Strategy That Works! - Alex Singleton (Ed.): This is one of the clearest and easiest-to-understand book on public relations strategy, with excellent examples and tips to help readers understand it.
- The New Rules of Marketing and PR- David Meerman Scott: This book is a step-by-step guide with action plans that walks us through the process of using the internet to build relationships with the public and generate leads.
- Building a StoryBrand: Clarify Your Message So Customers Will Listen - Donald Miller: It's a must-have for someone who wants to develop their public relations skills and win more paying clients and opportunities.
- The Father of Spin: Edward L. Bernays and the Birth of Public Relations - Larry Tye: This book will convince any PR professional that no matter how many decades pass or how much the media environment shifts, the fundamental tenets of good PR remain constant.



THE SHIFT FROM TRADITIONAL CELEBRITIES TO INSTAGRAM MICRO-INFLUENCERS

- Anupama Menon

As consumers, we are always looking for reviews, advice and opinions on products before purchasing them. We want some assurance on what we are buying, and want to make sure that it's worth the money we spend on, or is long-lasting, or safe. Over the years, who we trust and rely upon to give us this assurance has evolved, just like everything else.

For the longest time, brands have made celebrities endorse them and build consumer awareness through them. They appear in brand advertisements on papers, billboards etc. A lot of brands have successfully gained customers through this.

However, with time, the nature of celebrities has evolved as well. As social media grew, people found new ways to produce content and do something a little different; a new class of digital users called influencers emerged. They had a natural ease of communication with their audience, and were able to connect with them a lot quicker. Brands saw this as an opportunity to help increase their audience.

Brands pick influencers, whose image or content fits their product or service category, and tell them to promote it through their social media accounts. This is a huge advantage as it directly targets the right audience, those who are likely to be interested in the product or service, rather than a wide swathe of people among whom the key targets could be lost. By doing so, brands have seen a big increase in brand awareness and organic growth in their audience.

For example, [Kylie Jenner](#) is popular influencer with over 225 million followers on Instagram. She posts picture of herself in outfits from [Fashion Nova Jeans](#), and mentions the brand in her caption. Jenner has a huge fan base that is similar to Fashion Nova's target market which makes her an ideal influencer to promote their brand.

[Adidas](#), one of the most popular name in the sports industry, uses influencers to target their younger audience through social media. The brand has conducted various campaigns such as the #MyNeoShoot contest which resulted in a 24.2% increase in their sales last year, and an increase of their social media followers as well.

[L'Oreal](#), the French cosmetics company was endorsed by [Aishwarya Rai Bachchan](#) for years and became very popular in India posing as a competitor for other brands in the country.

Influencers have an edge over traditional celebrities in not just targeting the right audience, but they are also perceived by people as giving an honest review, which helps the audience in making their purchase decision.

However, even though brands have adopted influencers for marketing, it has not meant they have given up celebrity endorsements. Celebrities do have a level of status that influencers don't, and they are still able to reach a much wider audience.

Many brands, including start-ups, have risen to fame and seen their audience grow through influencers. This is easily one of the most interesting ways PR has evolved over the past few years.



DIGITAL OR TRADITIONAL PR – WHAT DO CLIENTS WANT?

- Apoorva Gupta

As a public relations agency or a public relations professional, you are actively working to increase your clients' profile. It can be difficult to deliver a cost-effective approach to your clients that gives them the true exposure they need in today's crowded marketplace, where customer interest is brief and at a premium.

Every business, whether large or small, a startup or a Fortune 500 corporation, turns to their public relations agency or associates for publicity, prompt responses, and straightforward messaging at a fraction of the cost of traditional marketing. This means that PR firms must now, more than ever, prove integrity and deliver compelling outcomes.

The main goal of traditional public relations is to foster meaningful interactions between customers and brands. However, it also includes event planning and crisis communication as part of brand management. This also entails writing and distributing news releases with alternative media sources such as specialty trade magazines, television and radio stations, as well as trying to gain print media attention.

By integrating the media outreach aspect of traditional public relations with a broader web approach, digital PR aims to take advantage of the enormous scope of the new environment we live in. Digital PR can attract a wider audience by finding brand visibility of online news outlets, social media, blogs, and websites.

Digital PR seems to be moving ahead very rapidly and it may look like the right way to move forward, but is it really? Digital PR is all about reaching a certain number of likes, comments, retweets, shares and achieving them with the help of an influencer isn't as hard as it would seem to be. These likes and comments aren't the actual representation of whether the product or service being promoted has been sold that much or not. Clients want their audience to engage with them but want to see results of their product or service being sold as well. This is one of the big reasons why many clients prefer traditional PR over digital PR now. The clients' goals cannot be achieved solely on digital marketing. A lot of clients and firms now believe in doing pure PR without any social media buzz and hype.

One such example is an Australian PR agency The Atticism who took the traditional pure PR ways and ditched the digital PR way of going ahead. Renae Smith, the agency's founder and director, said that she discovered something startling as she looked at how her employees spent their days. About 80% of their time was invested on social media, while just 20% was spent on traditional public relations - "which no client was ever happy with," Smith said.

Choosing a PR strategy can be tough, as it basically comes down to what a company wants. Traditional PR is the way to go if you want to raise brand interest in your industry and get in front of prospective consumers. Digital PR is a good option if you want to boost your exposure by attracting a lot of media coverage.

COMIC CORNER



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CAMPAIGN ROUND-UP: TOP 7 IN TRADITIONAL PR

- Anupama Menon

Every year, brands stand out and try to impress global audiences with various campaigns. Here are seven memorable PR campaigns run the traditional way.

- Real Beauty: The Real Beauty campaign by Dove was launched in 2004, with the main message that women’s unique differences should be celebrated.
- Share a Coke: The ‘Share a Coke’ movement began in Australia in 2011, with the conventional Coca-Cola bottle wrapping replaced with the words ‘Share a Coke with...’ and a common name.
- 126th Career Choice: In 2010, Mattel agreed to let the public select Barbie’s 126th career. The aim of the campaign was to empower girls, that resulted in a 144% increase in sales.
- 644 Beers: To mark the occasion of Messi breaking Pele’s 644th goal for FCB, brand partner Budweiser sent out 644 personalised beers to the supposed victims of these goals - 120 goal keepers.
- McD's Women: McDonald’s flipped their logo to mark International Women’s Day to celebrate women in more than 100 locations across the United States.
- PayTM Karo: The PayTM Karo campaign, with its iconic tune in the TVC demonstrated that PayTM mobile money transfer is the most convenient and easy solution to everyday situations.
- Torches of Freedom : A planned PR campaign conceptualised by Edwards Bernays, it encouraged women to smoke cigarettes as “Torches of Freedom”, and as a symbol of their strength and independence.



THE PINK BARS THAT BROKE THROUGH THE TRUMP WALL

- Liora Bhte

In a world where the word protest brings to the mind images of bold posters, bright orange megaphones, and police involvement, the Teeter Totter wall was the complete opposite.

A campaign to protest against the Trump administration’s construction of a border wall between the US and Mexico, the Teeter Totter wall was three pink seesaws that were integrated into the wall dividing El Paso, Texas, and Ciudad Juarez, Mexico, for a duration of 40 minutes. The campaign was designed by Ronald Rael, a professor at University of California, and Virginia San Fratello, an associate professor San José State University. The seesaws were played with by children and adults residing in both countries, creating a sense of unity for those 40 minutes.

This was a protest, but instead of verbal attacks or loud noises, the campaign’s message was that walls are destructive, and that we should resolve differences through communication and not division.

TRANSITIONING FROM TRADITIONAL TO DIGITAL PR: HOW DID THE INTERNET HELP?

- Kunal Gandhi

From the time the internet became popular and people started to depend on it for both work and entertainment purposes, the Public Relations industry went through exceptional growth along with the other disciplines of communication. This not only affected the way the industry functioned but also had a great effect on the way that news was disseminated and consumed by the public.

There were several challenges and opportunities that appeared in the PR sector due to the rise of the internet. It brought communication between brands and consumers to occur in 'real-time' through different channels. As everything started to go online, it became easier for consumers to interact with brands and demand more from them. This in turn increased the pressure that was put on brands to quickly and effectively respond to consumers' doubts and queries.

The digital platform makes it easy for communication professionals to find media partners to collaborate with online and use channels such as social media and e-mail to further strengthen these relationships. Once these bonds are strong, it becomes easy to fall back on them later in the future. Companies and brands now have access to an audience who actively engage with content shared by them. They also have the freedom to choose their choice of communication method to target the desired group of people.

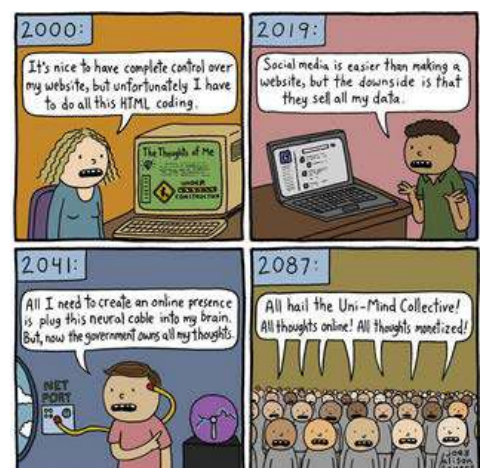
PR practices today, not only offers a range of digital experience, but it also provides a strong foundation in traditional PR disciplines. Google's guidelines must be understood by digital public relations professionals, and they must be able to follow them. For a digital PR professional, it's a must to be familiar with Google's guidelines and to be able to collaborate effectively with Search Engine Optimization experts, digital content creators, upcoming trends, their influencers and social media experts, because in today's world, PR practitioners are expected to know not only how their clients' target audience use online channels, but also the complexities of each and how to use each to their client's advantage.

With the advent of the digital era and the internet, it has become easier for PR experts to precisely measure the effectiveness and reach of a particular campaign online, using digital PR techniques.

PR professionals today undertake a wide variety of internet based techniques to attain remarkable promotional results. This includes endorsing SEO strategies through connection building, content marketing, social networking and influencer outreach. The influencer who is an essential tool in the toolbox of a digital PR practitioner, differentiates between online and traditional PR. The influencers hold the key to making or breaking the image of a brand, thus it becomes essential to build relationships with the right influencers.



COMIC CORNER



EMBRACING THE POWER OF DIGITAL MEDIA

- Sahinya Sundaresan



The field of Public Relations has undergone a major change over the last decade due to the widespread impact of the rapidly developing digital era. With extensive use of social media platforms that none of us can now live without direct or indirect use, present day strategies in PR have adapted a mix of contemporary and key digital approaches so as to reach an expansive audience base. Essentially, a good strategy in digital PR is a modern mix of traditionally successful strategies that are tailored to a digital audience. All said and done, social media is now a huge sector for growing consumer bases for digital marketers and digital PR pros.

Developing relationships with niche influencers that can have a unique viewpoint on the brand can help both parties. Since top influencers have a large following and a strong relationship with them, they provide a great way for digital marketers to reach target markets, raise brand awareness, and drive traffic all while maintaining a human touch and authenticity. Be it in the case of Mark Malkoff in the "[Man Lives in IKEA](#)", a traditional campaign, or in the case of Colin Kaepernick in the "[#BoycottNike](#)" campaign, the power of influencers is undoubted in PR.

Traditional public relations relies heavily on press releases. As opposed to traditional PR, they are now often distributed via digital marketing platforms such as onsite blogs, social media pages, and emails. Companies and brands may use this method to directly communicate vital news and press releases to their audiences, eliminating the conventional reliance on journalists. Still, simply relying on digital platforms for distribution as a PR strategy could backfire. [Traditional journalists](#) and their means continue to be a vital connection between brands and their target audiences.

It goes without saying that social media can and should be used to improve customer experience

and share onsite and offsite content with a brand's audience. [Social media](#) can be used to develop and sustain mutually beneficial relationships with industry journalists, in addition to strengthening an already established component of PR. Social media outlets are a great place to reach out to top journalists and with a sincere approach, can they help PR pros get heard by the right people.

In terms of [return on investment](#), PR and marketing performance have traditionally been difficult to keep up with. It used to be standard practise in PR to calculate ad value equivalency and potential impressions for any earned results of PR. However, as time has passed and the digital world has progressed, PR professionals now have new methods for measuring performance through a variety of metrics. With the influx of digital storytelling and consumer connect, analytical platforms now assist brands in understanding market positions with comprehensive metrics on a laptop screen.

[Content](#) has always been key for effective PR. Unless you work for Apple, in 2021, it takes more than just a heart-warming story or a mind-blowing press event for earned coverage. Reporters and publications are not just expected to deliver great stories, they have the additional responsibility of also delivering digital value to the news publication. Therefore, in the transition of a traditional story to a digital one, a brand must show journalists the value of a story in digital currency too.

To summarize, here is a question: does this shift to a digital strategy mean public relations has changed? In theory, PR pros are still doing what they did since the days of [Edward Bernays](#) - "cultivating a positive reputation," for brands. So, the answer is no. The only difference is, PR today has adapted with the times and PR Pros are "staying relevant", as digital media enthusiasts would call it!

#TEAFORTRUMP

- Susan Sony

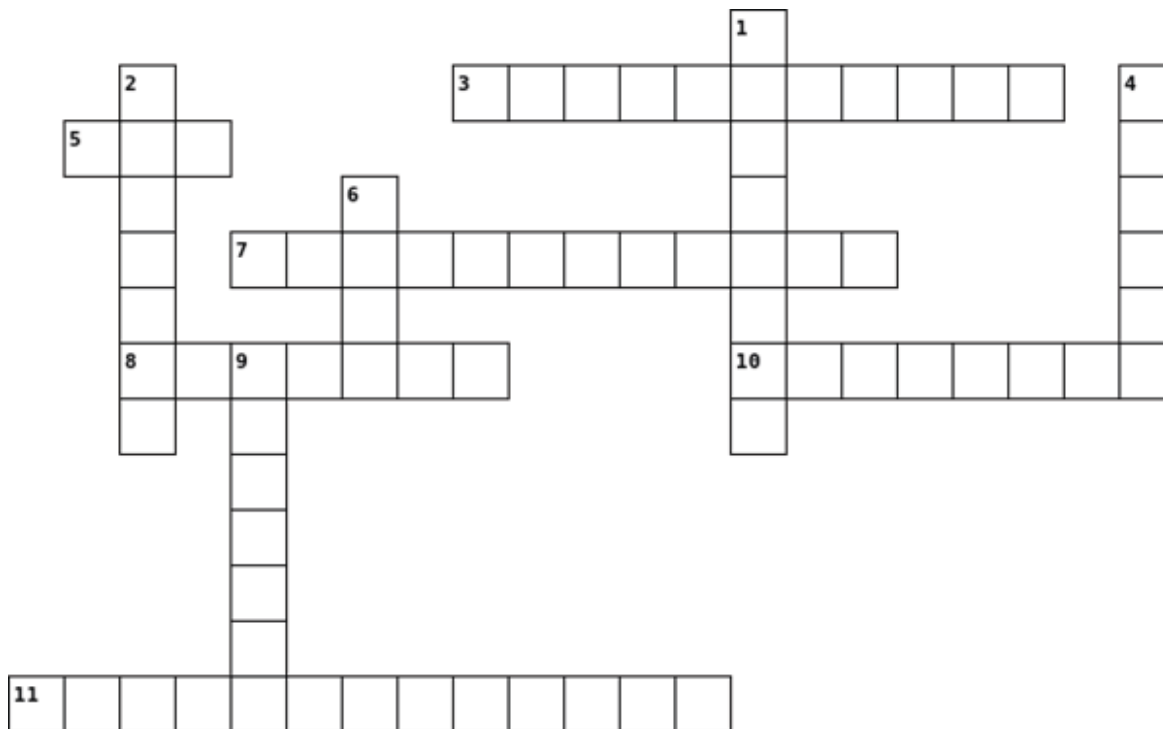


New Yorkers witnessed a cultural shock as saree-draped women walked to Trump Tower to gift then presidential candidate Donald Trump 6,000 bags of tea. The [#TeaForTrump](#) campaign was a semi digital, semi traditional campaign with the simple idea: "Mr. Trump, it's never too late to cleanse yourself."

The campaign was led by Orko Basu of Fisheye for Madhu Jayanti International, the makers of Te-A- Me. The brief was to promote 20 variants of tea from the brand TE-A-ME, with the ideation that tea wakes one up. Tea is known to made people smarter and remove free radicles from the body. This was meant to extend to the future president, meaning that if he drank the tea while in office, he would lose his 'radical' ideologies (and become smarter-thus leading to better policies and decisions).

To make the campaign happen, collaborative effort was made by the team through three countries- India, Canada and U.S.A. Given the nature of the project and the temperament of the to be president, the campaign was high risk, with potentials of lawsuits, which led to many partners backing out. However, this has paid off with 3 million views within 3 days and impressions in 80 countries, not to mention an increase in website traffic by 9900% and an international brand interest of 1100%.

PICK YOUR BRAIN



Across

3. Who is known as the "Father of Advertising"
5. First Instagram post featured which animal ?
7. What candy was created for the movie E.T.?
8. Which crypto currency was created by Satoshi Nakamoto in 2009?
10. Which social network is owned by Microsoft ?
11. Who is known as the "Father of Public Relations?"

Down

1. Which soft drink was consumed in space?
2. What is the #2 search engine in the world?
4. What sunglasses did Tom Cruise wear in the 1986 movie, "Top Gun"?
6. "Play On."- Name the company this slogan belongs to
9. This micro-blogging site's iconic bird logo was named after Celtics legend Larry Bird.

1. David Ogilvy 2. Bitcoin 3. Twitter 4. YouTube 5. Coca Cola 6. Edward Bernays 7. LinedIn 8. Lego 9. Dog 10. Ray Ban 11. Reese's Pieces
Answers to Pick Your Brain

FROM TRAINING LECTURES TO GAMIFICATION: THE EVOLUTION OF INTERNAL COMMUNICATIONS

EXCERPT FROM INTERVIEW

Anamika Chakravarty talks to **Rohit Biddappa**, Head of Marketing and Corporate Communications at NVIDIA India, on how the internal communications aspect of Corporate Communications has evolved to cope, not only with these technological changes, but also with the changes in mindset and behaviour that have accompanied these technological evolutions.

In the early days in the corporate world, internal communications were limited to notices on bulletin boards. Growing workforce sizes along with the increasing familiarity with and reliance on technology in the business spheres, shifted the reliance onto the intranet, which became the preferred medium across sectors.

Speaking on the evolution of channels in internal communications, Mr Biddappa recalled that in fact, until very recently, a sole reliance on the intranet was the norm for internal communications. But with the evolution of social media, even the intranet as an internal communications tool in isolation, with its largely one-sided nature - essentially a digital "bulletin board," became somewhat obsolete.

"Preferred channels may also change with the audiences - blue collar or white collar, cultural differences, etc. but the core purpose and guiding principles remain the same- to communicate value and information about the organisation and keep employees motivated."

Even induction literature has evolved from boring legal documents and presentations to gamified versions like virtual treasure hunts for company policies. Essentially, in terms of strategy, adaptability with engagement and interactivity at the core have taken front and centre from the very first internal communication an employee receives from the organisation.

"Of course, these evolutions in the preferred channels and strategy had come about gradually, up until the COVID-19 pandemic. With one core preferred channel no longer a viable option to consider, but the function of internal communications more vital than ever, internal communications strategies have demanded a sudden re-evaluation."

Mr Biddappa gave the example of NVIDIA's own adapted approach, where tools like WhatsApp, WebEx, Zoom, and Slack, are being harnessed to provide a variety of authentic experiences- both, for professional and social scenarios, from CEO addresses, business lunches and meetings, to casual drinks with colleagues- all to maintain a high level of employee engagement.

But this entirely digitised engagement experience, as unexpectedly and urgently as it may have been created to replace the previously thought irreplaceable physical interactions and engagement, is not an ephemeral thing. These adaptations to abnormalities are, in fact, the most important drivers in permanent evolution of the industry.

"The pandemic has thus changed entire business strategies for the long term- most organisations' business continuity plans have now integrated these digitised tools and means into the core of every department's long-term strategy."

This brings up the next issue- what are the implications of this possible long-term shift to remote work for cross-departmental collaborations and related functions like organisational culture? Mr Biddappa believes this "challenge" can be overcome by simply redefining culture as not simply a departmental role, but as an individual responsibility for leadership.

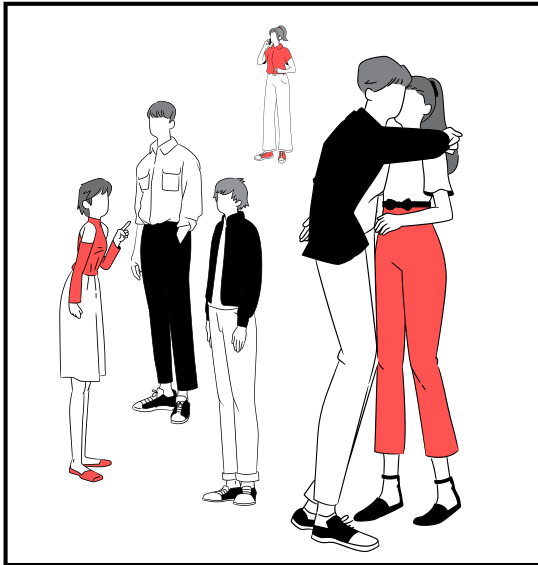
"This is what makes the two-way nature of communications even more important- to ensure not the internal communications department is not perceived as a management function, but as a fellow employee and always come across as approachable, open to criticism, and respectful of all opinions and situations- in order to measure true impact and develop successful strategies."

Today, Internal Communications has come a long way. But even with the heavy reliance on digitised channels, the aptitude or esoteric vertical knowledge of a practitioner remain secondary to strong core communication skills and a positive, flexible, attitude - because these are what enable trust and authentic engagement and interactivity to be put at the centre of communication strategy and in turn drive success, and no amount of technological evolution is likely to ever change that.

More about Mr Rohit Biddappa: He currently serves as the Head of Enterprise Marketing, Digital and Corporate Communications at NVIDIA India. Over his 20+ year career in sales, marketing, and PR, he has worked in various industries, from electronic and manufacturing design tools to hardware processors, and has held senior leadership positions in various organisations like Mudra, Cadence Design Systems, Parametric Technology Corporation (PTC), etc.

IT'S ALL ABOUT COMMUNICATION!

- ART BY SAHINYA SUNDARESAN



5 STAGES OF DIGITAL TRANSFORMATION



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COMIC CORNER

CADBURY'S M-A-D-B-U-R-Y FOR CRAZY INDIANS

- Apoorva Gupta

Invent your own
Cadbury

Cadbury, a British confectionery firm owned by Mondelez, launched a campaign in India called "Madbury." Via a dedicated 'Madbury' website, the promotion allowed users to create a new Cadbury flavour. Customers had to go to the website and choose a maximum of two ingredients to combine virtually and that is it, they had made their own Cadbury chocolate. The next step was to give their chocolate a name that had not been used before by the company.

Brands must be able to develop themselves in the minds of consumers to succeed in such a cluttered social media world. To do so, advertisers must consider a variety of variables that can affect customer retention. They will increase their market recognition by incorporating participatory strategies that encourage people to connect with the brand.

'Go Madbury for Cadbury' was a participatory campaign that was done beautifully. A campaign like this helps the brand to touch the consumer's mind, heart, mouth, and stomach, on a daily, compulsive basis, resulting in increased brand recognition, trials, repeats, product growth, and market share growth. It also draws attention away from the market and toward Cadbury. It is both powerful and tasteful.

In contrast to non-participative promotions, participatory campaigns are much more successful since the customer must exert additional effort to engage with the brand, thus learning about the product's functionality and benefits.



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