



# Day 2 Afternoon Gold Sponsor

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# Insight, Impact and Change!

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Sharam Fouladgar-Mercer, Co-Founder & CEO, AirPR

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**Moderator:** Steffen Egelund, Founding Partner & CEO,  
Media Track Pte Ltd



# Sharam Fouladgar-Mercer

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CO-FOUNDER & CEO, AIRPR

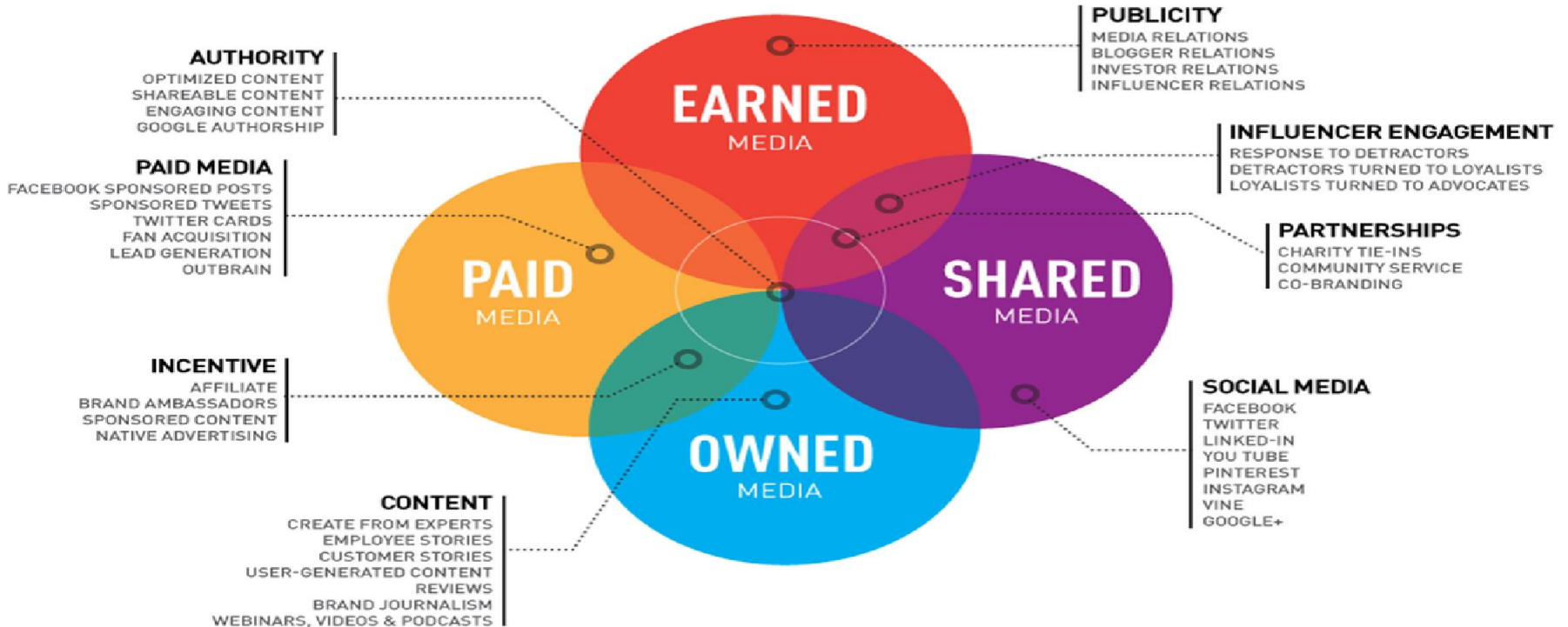


# Shifting from Traditional PR to Innovative PR

*What does it mean, what does it take,  
and who is equipped to lead?*

**PR's exploding responsibilities...**

# P.E.S.O. = somebody needs a raise





**So what's the problem today?**  
**And how do PR professionals solve it?**



# PR Problem #1

Open Access + Abundance of messages = **Noise**

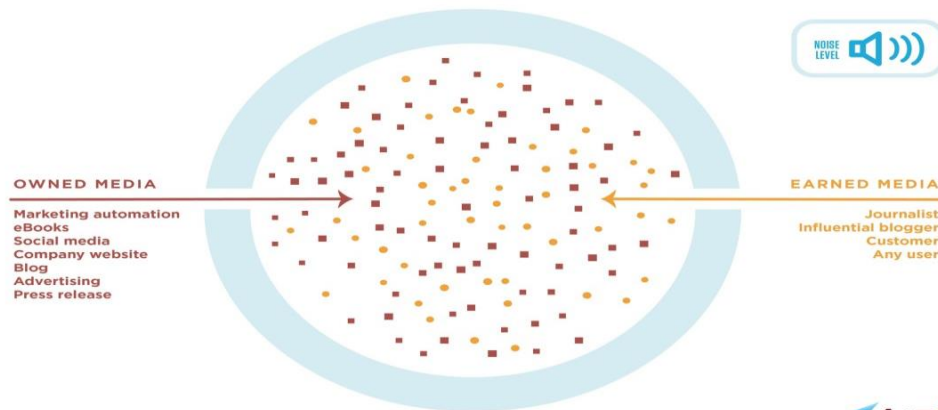
## limited access

The traditional PR world



## open but noisy access

The new PR world

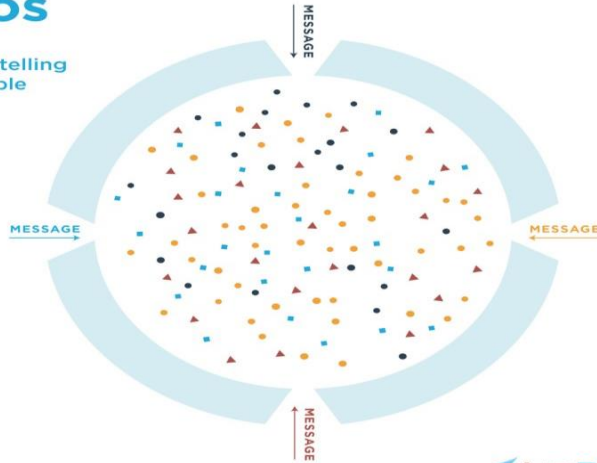


# PR Problem #2

Noise + Fragmented data = **Attribution** confusion

## chaos

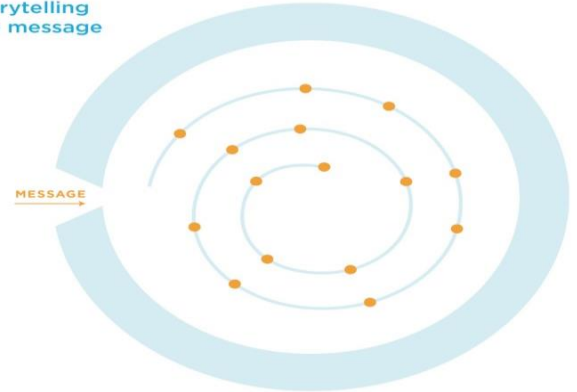
Mass storytelling  
with multiple  
messages



AIRPR

## connected

Mass storytelling  
with one message



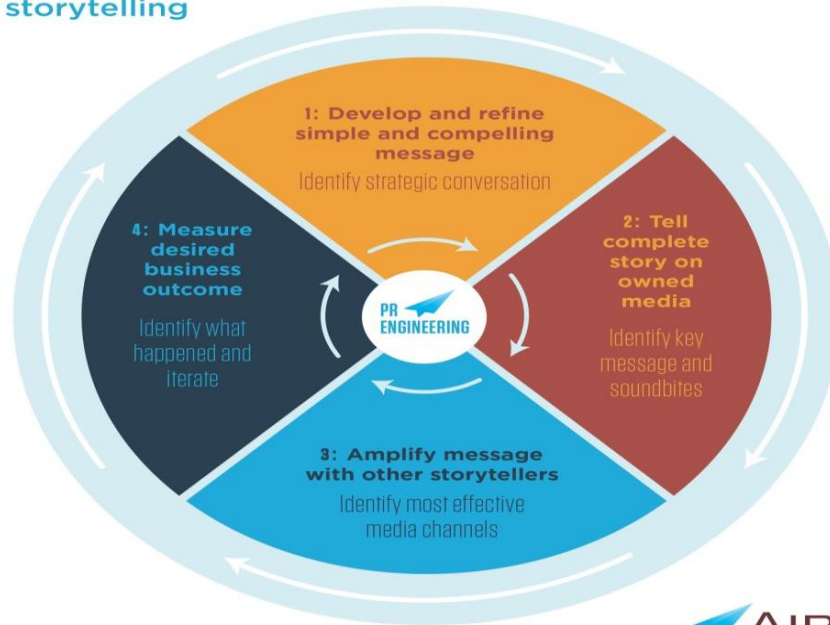
AIRPR

# Solution: PR Engineering

Four-step strategy for continuous storytelling

## the new pr world

Continuous storytelling



# PR Engineering for the Next-Gen PR Pro

- Leverage automation, artificial intelligence (AI), and machine learning to create a **continually evolving narrative** informed by data.
- Shift energy to **creative thinking** instead of attempting to make correlations between fragmented data sets – often leading to confusion and unfounded theories about what works and what doesn't.
- Start reporting on metrics like **visitors, engagement, and message resonance** (instead of headline impressions and social shares) – all of which have actual impact on business decision-making.
- **Attribute** specific business/organizational outcomes to PR activities so you can “rinse and repeat” programmatically.
- Plan future PR campaigns with more clarity and a keen understanding of which stories will result in **higher business impact**.



**PR Engineering at play...**

# PR METRICS FUNNEL



# PRTech Ecosystem

## PUBLISHING TOOLS



## VISUAL STORYTELLING



## SOCIAL MONITORING & MANAGEMENT



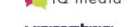
## NEWSWIRES



## CONTENT CREATION, DISTRIBUTION, LICENSING



## DATA AGGREGATION, MEASUREMENT & ANALYTICS



## MEDIA DATABASE & MONITORING



## INFLUENCER MARKETING & RELATIONSHIP MANAGEMENT



## RESEARCH, TREND TRACKING, MEDIA OPPORTUNITIES



## NEWSROOMS







# Mazen Nahawi

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CEO, CARMA





# Mats Wängelin

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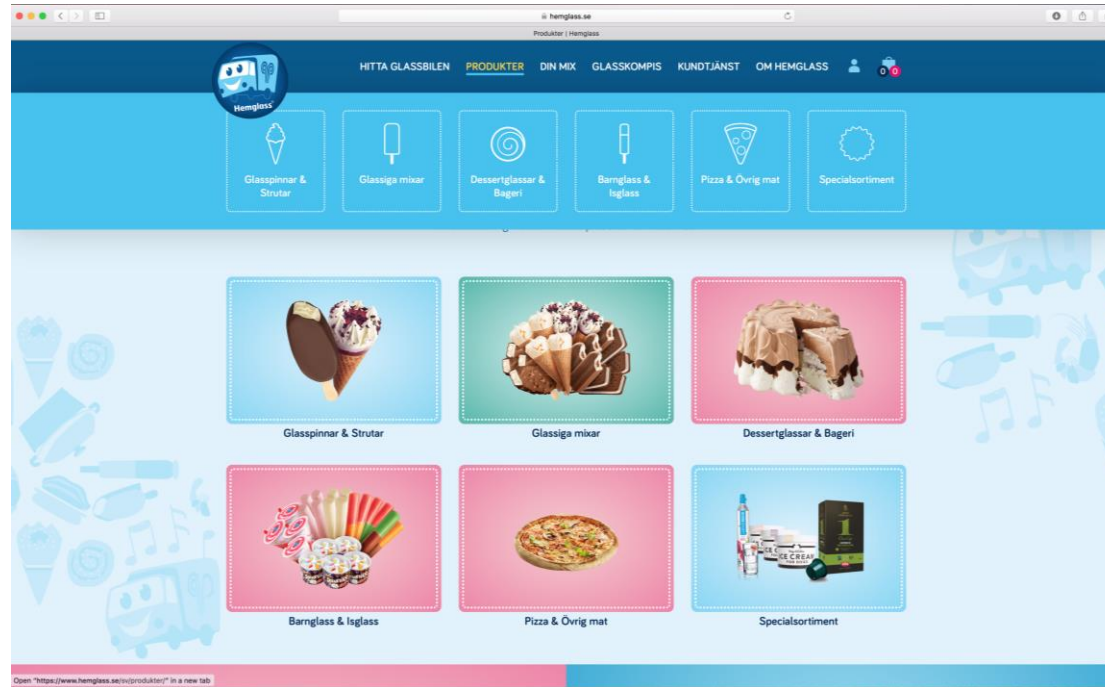
CEO, BIZ MEDIA SWEDEN

**BIZ  
MEDIA**

# “HEMGLASS” (“Home icecream”)



# “HEMGLASS” (“Home icecream”)



# “HEMGLASS” (“Home icecream”)

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## BUSINESS

### Ice cream nation: German market most valuable in Europe

The days of Germany only being known for its hearty cuisine are over. Ice cream is whetting the appetites of Germans nationwide - to the tune of \$2.7 billion in market value in 2013.



When diners think of Germany, their minds are likely to wander to traditional foods like schnitzel, sausage, pretzels and beer.

But according to a new study by the market research firm Canadean, Germany is becoming an ice cream nation.

In 2013, Germany boasted the most lucrative market for ice cream in Europe at \$2.7 billion (2.01 billion euros), beating out the inventors of the cool delight, Italy.

Date: 01.08.2014  
Author: Kate Braily  
Related Subjects: Food, Europe, Germany  
Keywords: ice cream, food, Europe, Germany  
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Permalink: http://dw.com/p/1C9uu

DW Business - Europe  
Russia Tightens Grip on Crimea

The week in review  
A quick rundown of business events of the week

The week in review

- 627 million litres of ice cream sold/year
- Market value: 2,7 billion EUR
- Amount of icecream trucks: 0

# “HEMGLASS” (“Home icecream”)





# “HEMGLASS” (“Home icecream”)







# PSYCHOGRAPHICS

**HEMGLASS WENT  
HOME AFTER 1 YEAR.**



# PSYCHOGRAPHICS

# WHAT IS PSYCHOGRAPHICS? & HOW DO WE USE IT IN DIGITAL MARKETING



# AUDIENCE SEGMENTATION

**DEMOGRAPHICS**

**WHO**

**GEOGRAPHICS**

**WHERE**

**PSYCHOGRAPHICS**

**WHY**



# PSYCHOGRAPHICS

## Geographics

Where you live, income

## Demographics

Age, gender, interest etc

## Psychographics

What you buy, where you travel, what car you drive



# PSYCHOGRAPHICS

## OCEAN

**OPENNESS - NEW EXPERIENCES, CULTURE, FAMILY**

**CONSCIENTIOUSNESS - PLANNING, TRADITION, HABITS**

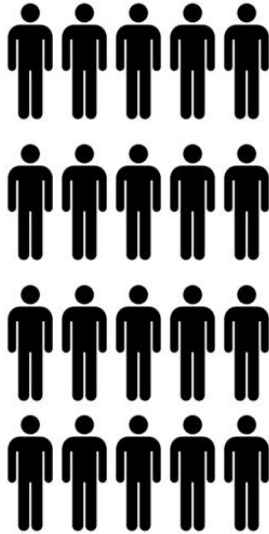
**EXTROVERSION - OUTGOING, SOCIAL, POSITIVE EMOTIONS**

**AGREEABLENESS - COMPASSIONATE, PUT OTHERS BEFORE ONESELF**

**NEUROTICISM - ANXIOUS, WORRYING, EMOTIONAL INSTABLE**

# PSYCHOGRAPHICS

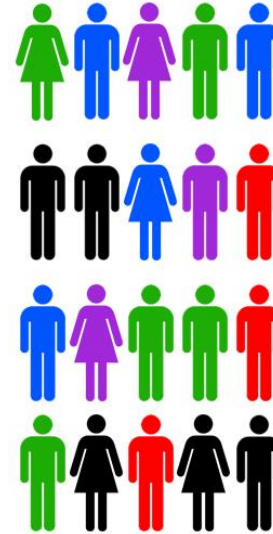
## GEOGRAPHICS



## GEOGRAPHICS DEMOGRAPHICS



## GEOGRAPHICS DEMOGRAPHICS PSYCHOGRAPHICS





# PSYCHOGRAPHICS

**Personality drives behavior.  
Behavior influences what  
decisions we make.**



# PSYCHOGRAPHICS

## INFORMATIONAL AND BEHAVIORAL COMMUNICATIONS



Informational: seek to inform attitude.



Behavioral: more powerful motivation.

# PSYCHOGRAPHICS

1



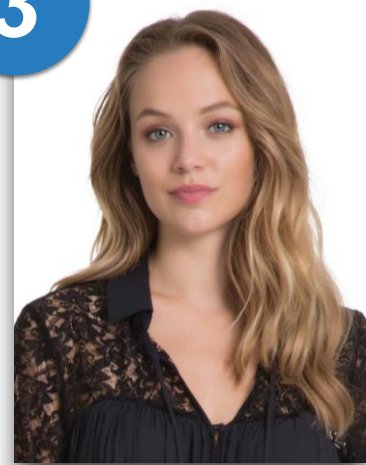
**Maja**  
**Gender:** female  
**Age:** 34  
**Personality type:** open & extrovert

2



**James**  
**Gender:** male  
**Age:** 60  
**Personality type:** neurotic

3



**Lucy**  
**Gender:** female  
**Age:** 30  
**Personality type:** conscientious

1



**Open & extrovert**

2



**Neurotic**

3



**Conscientious**

Nishita Agarwal shared this offer.

**Hotel Jaber**  
Sponsored

This special offer gives you 15% off if you book a deluxe suite for minimum 1 week at any of our hotels worldwide before march 6th!

**Get 15% off now!**

405 people got this offer

Get Offer

Like Comment Share

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Book your holiday at any of our hotels worldwide and get a premium insurance included in the price.

**Book now and get free premium insurance!**

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This special offer gives you 15% off if you book a deluxe suite for minimum 1 week at any of our hotels worldwide before march 6th!

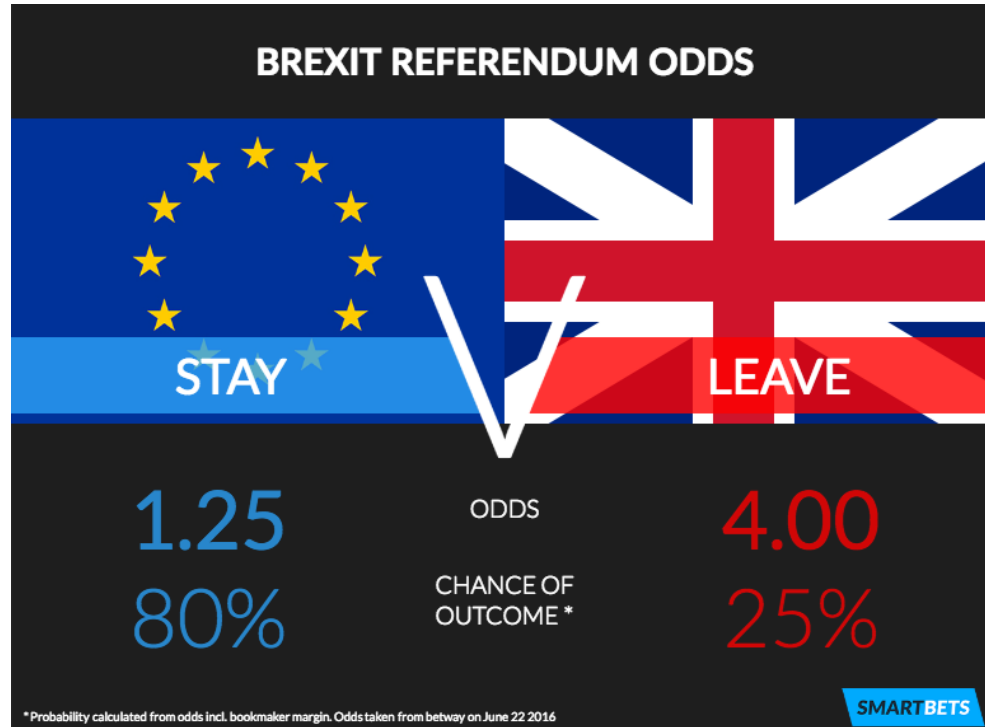
**Get 15% off now!**

405 people got this offer

Get Offer

Like Comment Share

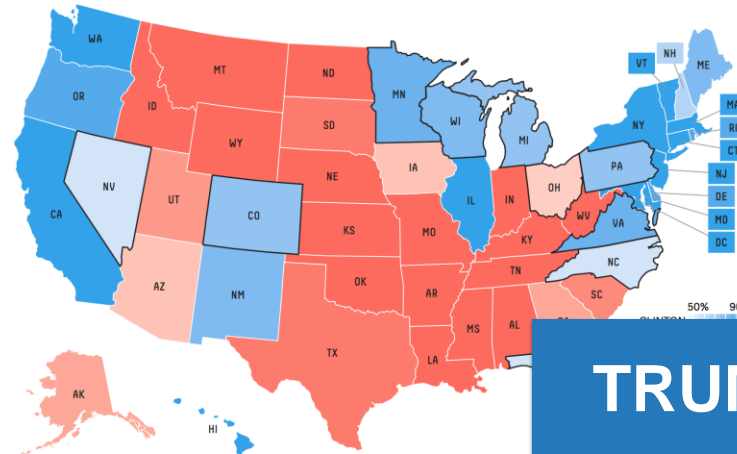
# BREXIT





Hillary Clinton  
**71.4%**

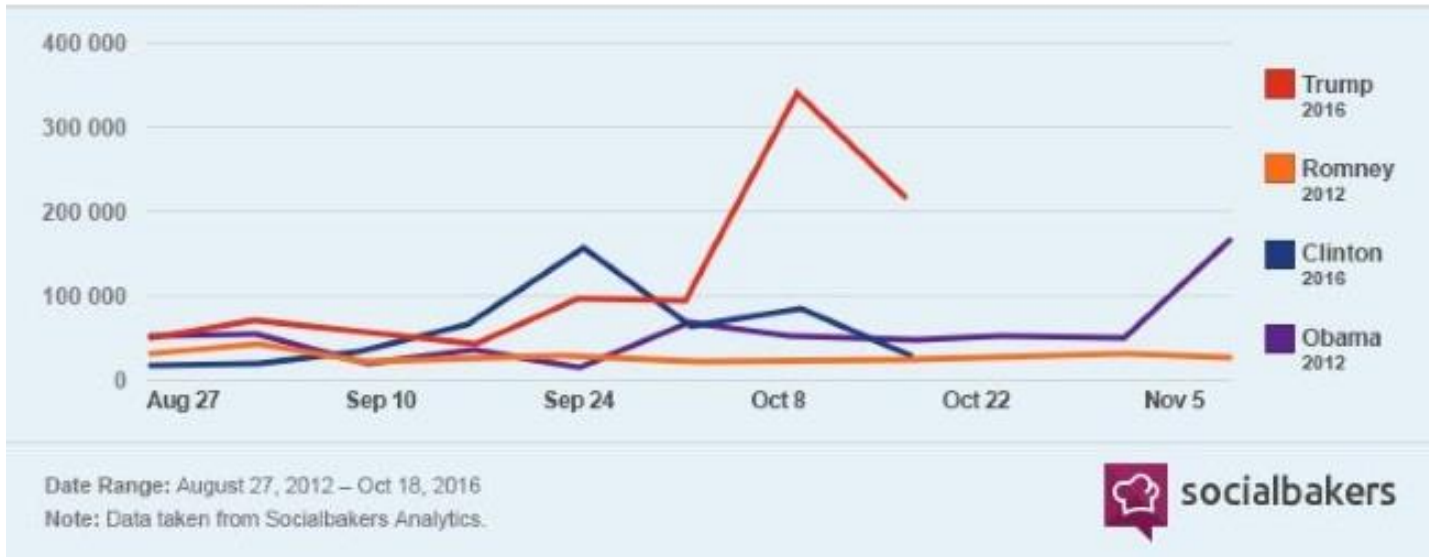
Donald Trump  
**28.6%**



# TRUMP & US ELECTION

## Trump's Content Gets Shared Even More Than Obama's After Reelection

### Weekly Facebook Shares Of Each Candidate's Content



# Steffen Egelund

CEO

Media:track







# What is media monitoring and media measurement all about?





What is media monitoring and media measurement all about?

**“To get the right information,  
To the right people,  
At the right time –  
And measure its impact.”**



# How do we do that?





How do we do that?

**By structuring and measuring data.**



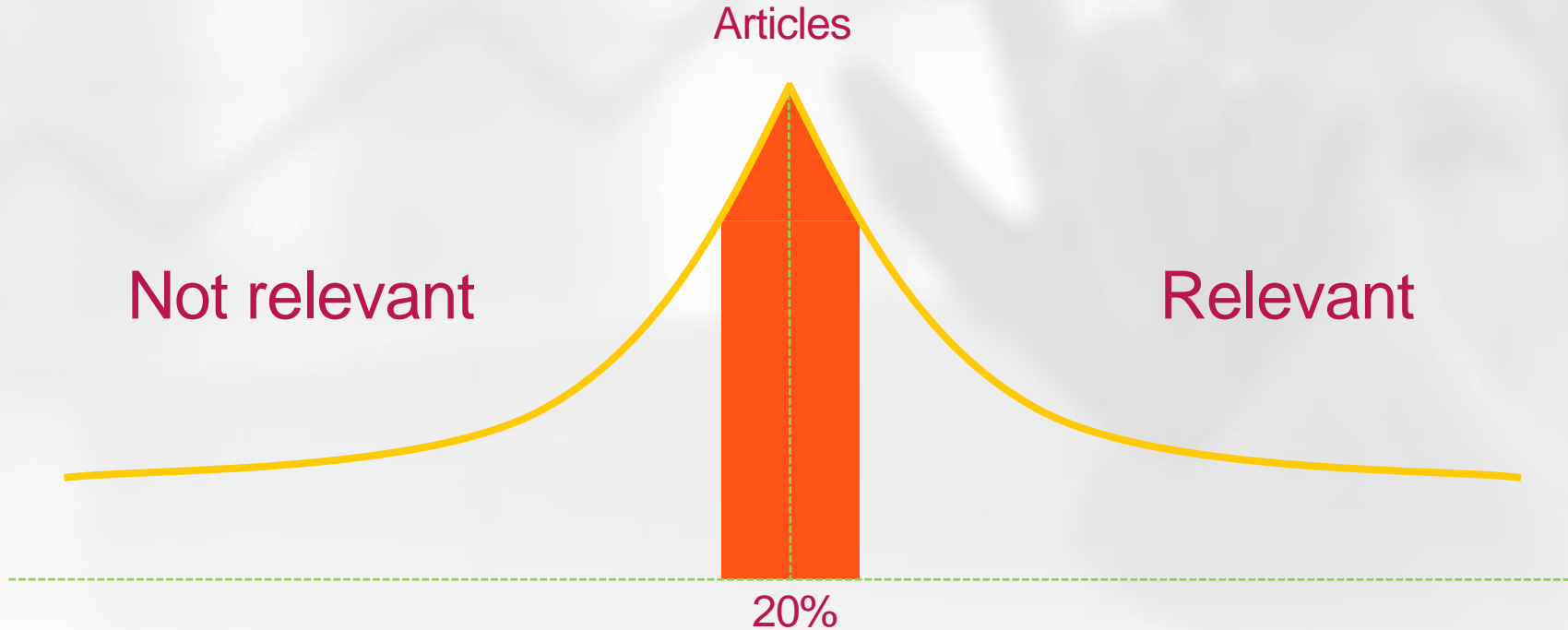


**Is an article relevant for a client  
or not?**

Is an article relevant for a client or not?



Is an article relevant for a client or not?





**Does the structure and  
enrichment of data affect ability to  
automate coding?**



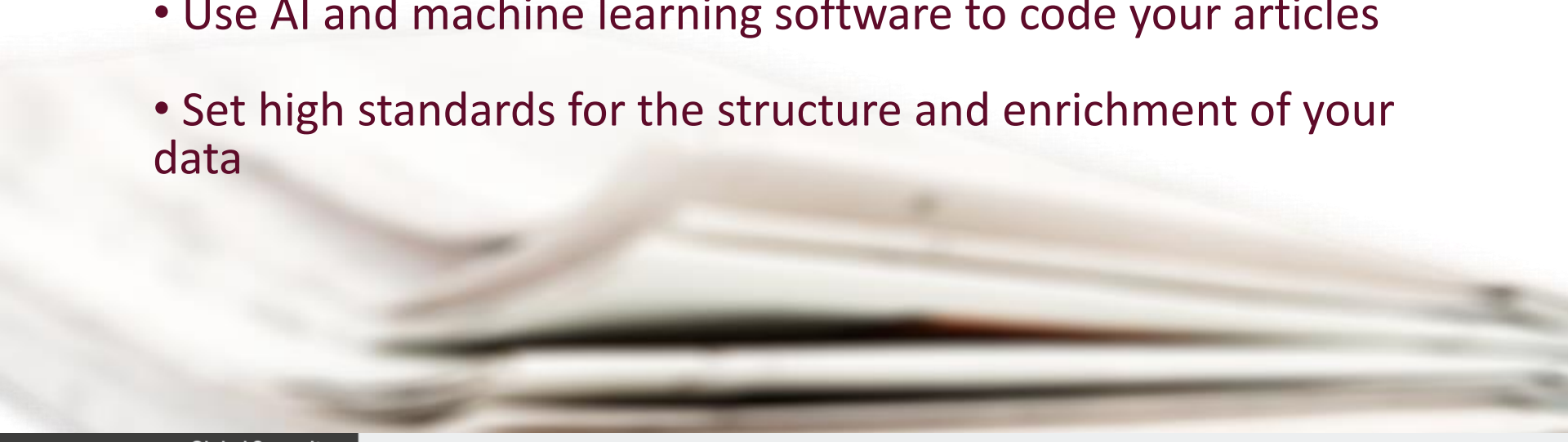


## Does the structure and enrichment of data affect ability to automate coding?





# The road to automation:

- Use AI and machine learning software to code your articles
  - Set high standards for the structure and enrichment of your data
- 



# Insight, Impact and Change!

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