

# Running Great PR in the GCC

Perception from the media

## CREATING A COMPELLING PR STORY

83%

Use a credible spokesman



How to add weight to a PR story

79%

Use data

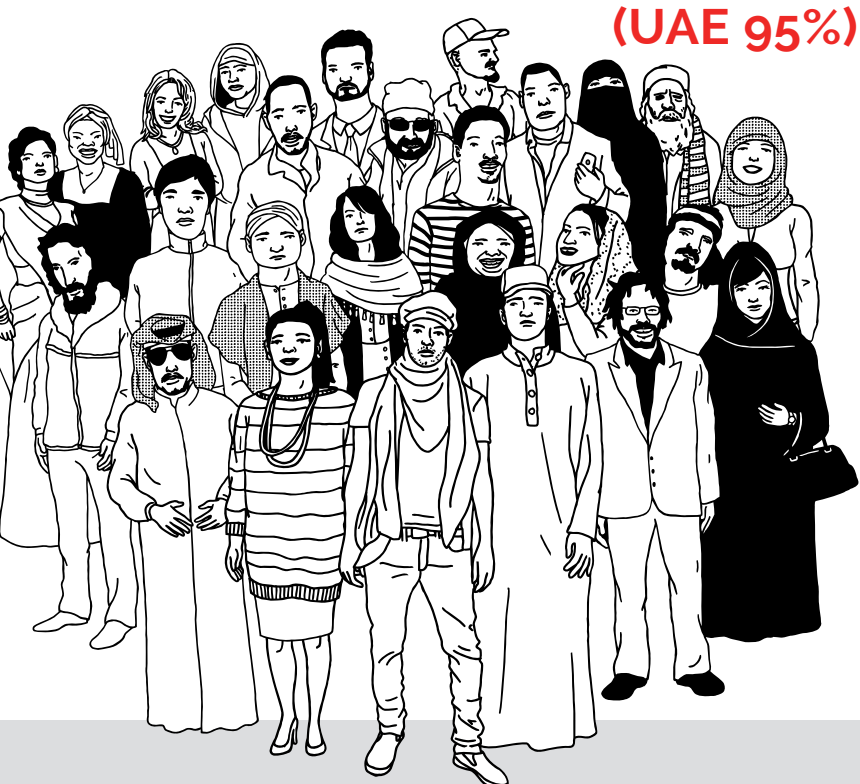


73%

Use celebrity endorsements

91%

Sample size is important when deciding to run a story (UAE 95%)



Impressions of market research

76%

Interesting demographics are more likely to have a story picked up (UAE 78%)

73%

Market research sways public opinion (UAE 77%)

92%

Research must come from a reputable company (UAE 90%)

## GRABBING JOURNALISTS' ATTENTION

What makes the media open press releases?

IMPORTANT

51%

Subject title

50%

Catchy headline

43%

Familiar sender



NOT SO IMPORTANT

29%

Length of press release

27%

Eye-catching format

## MAKING A GOOD IMPRESSION

How do the media perceive PR agencies?

78%

are confident PR agencies are truthful

(UAE 79%)

69%

have a 'Good' or 'Very good' relationship with PR agencies

(UAE 69%)



## Top descriptions of PR Agencies



35%

Knowledgeable

35%

Useful

33%

A role to play

40%

Hard-working

40%

Useful

39%

Knowledgeable



71%

say their impression of PR Agencies has improved in the past 18 months

(UAE 74%)

Top reasons include:



37%

They have a better understanding of businesses they are promoting

36%

They have improved their level of communication

35%

They are more creative

38%

They are more creative

37%

They create better stories

37%

They focus on facts