



**Red Lorry  
Yellow Lorry**

# Marketing without trade shows

AN INTERNATIONAL GUIDE TO LEAD GENERATION AND BRAND AWARENESS  
IN THE MEDIA & ENTERTAINMENT INDUSTRY



**Convoy**

**GLOBAL PR NETWORK**

# — Reaching a global audience is hard.

**The cancellation of international trade shows just made it even harder.**

Whether you're targeting film, TV, music, live events, corporate video, or service provider customers, every marketer in the media and entertainment industry is facing the dilemma of how to build brand awareness and generate leads in the absence of trade shows.

Content marketing campaigns can help drive leads, but a consistent corporate story must be balanced with the needs and nuances of local markets, media environments and cultures.

To succeed, media and entertainment marketers must trust local experts to feed intelligently into the overall campaign. In this myth-busting eBook, we've gathered regional insights from our global PR agency network, Convoy.

Discover their tips and tricks to maximise the effectiveness of your global brand awareness and lead gen campaigns.

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# Myth-busting PR in... Asia Pacific



**Kunalan Chakravarthy, Chief Executive of  
Singapore-headquartered communications agency  
[Priority Consultants](#)**

PRIORITY

## Common misconceptions

"Brands tend to underestimate how diverse the region is. Too many fall into the trap of treating all countries in Asia Pac the same, rather than considering the vast cultural differences between them and how the local markets and media operate.

Markets can vary significantly from country to country, so businesses have to understand the different requirements. Singapore, for example, has become much more technically sophisticated than Vietnam in recent years.

Businesses have to narrow their focus, approach the different markets in the right way and allocate resources effectively."

## Key challenges

"The biggest challenge in such a vast and complex region is the language barrier. There are more than 20 languages spoken across India alone and, around ten spoken daily in Southeast Asia.

The saving grace for Western businesses is that English is still fairly prevalent, especially in India, Southeast Asia, Hong Kong, Australia and New Zealand. It's not spoken everywhere, but businesses can get away with English-speaking content.

Local media and influencers are becoming increasingly inward-looking in their approach and search for content. Brands need to cater to that by addressing local issues and showcasing local stories, case studies and proof points."

— **“Too many fall into the trap of treating all countries in Asia Pac the same.”**

## Regional differences

"Markets across Asia vary enormously. Media environments in Singapore and Hong Kong are extremely sophisticated and comparable to London and the US, while editorial processes in India, Indonesia and Thailand are still maturing.

Then there's Japan, which is a market unto itself with a very structured and protocol-driven culture. Editorial cycles in the Philippines are still dominated by news announcements, while pay-for-play is extremely prevalent in Vietnam.

Businesses have to be prepared to create a specific PR and marketing plan for each country if they want to make a real impact in the region."

## Media relations

"Having a local spokesperson is advantageous, but English is still fairly widely spoken. Businesses should focus on building the profile of a local spokesperson who understands regional issues, rather than relying on someone who just flies in for a couple of days to talk at a high level.

The challenge comes when talking about technical topics and issues. In Malaysia, for example, journalists tend to lack understanding of complex business processes and concepts.

Every market here is different so the mix of PR, social media and lead generation will vary. And respected local sales partners are key to success."

— **“Businesses have to be prepared to create a specific plan for each country if they want to make a real impact.”**

### What services or skills do you need in a local PR agency?

A keen appreciation for the business side of things is critical. Developing engaging content is predicated on the ability to translate fundamental business issues into compelling stories and concepts that will capture the attention of local media and influencers. Journalists now demand this approach, making it a key requirement for brands.

The level of technical maturity in the region is also changing rapidly. Being able to appreciate this change, and adapt to it, is critical to success."

# Myth-busting PR in... China



Dr. Gordon Wong and Claire Walker from Beijing and Hong Kong based technology PR agency [Techworks Asia](#)



## Common misconceptions

"Many well-known international brands believe they will automatically receive a warm welcome. But China and the rest of Greater China doesn't work that way, due to the diversity and wide variations in local market dynamics.

Another fundamental misconception is that China lacks a developed digital communications infrastructure – that internet-based services are slow and inefficient, and mobile messaging non-existent. The opposite is overwhelmingly the case.

Companies entering the market need to understand that web-based communications are extremely well developed. It's imperative that they set up their own Chinese-language websites. This is a sign of respect for the local culture, as well as being common sense.

Social media is embedded in society now in a way that many in the West struggle to comprehend. It's vital to track the different social media platforms and understand that a well-managed social media account in China is just as important as having a company website."

## Key challenges

"One potential barrier is a lack of understanding of the region's needs, which differ from country to country. There is intense competition and there can be cultural difficulties in localising services, support and product delivery.

The linguistic challenges are also quite formidable. A PR campaign in Asia will go nowhere without staff who are fluent in Chinese – both Cantonese and Mandarin. They have to be able to edit and translate written materials, whether in Simplified or Traditional Chinese.

The regulatory frameworks of individual countries and markets will also need to be researched, including the issues surrounding the protection of intellectual property.

To support lead generation during the pandemic, we've been involved in supporting clients set up virtual exhibition booths, hosting content on dedicated China video channels, and harnessing social media to drive visitors to the virtual booth. Some of the big international events are delayed by 12 months, but we now have permission to organise, smaller, geographically limited events again."

## Regional differences

“At a basic level, it’s vital to understand the importance of interpersonal relationships. In China, the meaning of “guanxi” – a concept related to developing trust – is particularly significant.

There are also plenty of cultural nuances that may seem a little unusual to first-time clients from the US or Europe. For example, the care and manner with which business cards are viewed, analysed and exchanged.

Companies wishing to enter the China market will also have to do their homework on the country’s economic and political realities. China’s wider economic goals play a much bigger role in successful PR than the equivalent in other regions.

## Content marketing

“When implementing content marketing campaigns in Greater China, it’s important to consider the local language and culture.

When it comes to language, make sure you know and use the idioms for sector and geography. Use local execs to help with communicating messaging. It builds authority and demonstrates that you have genuine local knowledge and are invested.

When it comes to culture, Greater China is a fast-paced and youthful market but with deep respect for tradition, so any creative ideas need to be viewed through a local, not Western, lens. For example, you can’t claim to be first, best or fastest without backing up those claims with data.

The kind of content that will work best will depend on your target audience. Engineers tend to want heavy technical content like blogs, white papers, eBooks and in-depth tech videos. Other audiences might prefer short, lively video content, snappy social media posts, and engaging infographics.”

## Media relations

“It’s vital to cultivate relationships with local M&E journalists, especially if the client is yet to find local customers. Face-to-face meetings and interviews are key to engaging the media and developing mutual respect.

International companies need to meet with print and online publications on the ground, and launch campaigns through social media platforms such as WeChat and Weibo. This will extend the Chinese audience considerably.

Recently, we’ve been using social media, particularly WeChat, to take up the slack from face-to-face events. A few key outlets have been running webinar programmes – with the topics clearly advertised in advance – inviting vendors to contribute to create informative and interactive programmes.

Finally, dispel the notion that the country is ‘pay-to-play’. To infer that media coverage can simply be bought is disingenuous. If you invite an editor to meet with you, you pay the travel expenses, but that’s generally it.”

# — “Face-to-face meetings and interviews are key to engaging the media and developing mutual respect.”

## What services or skills do you need in a local PR agency?

Businesses need an agency that has the language skills, local contacts, resources and understanding to localise PR and marketing campaign delivery. Agencies that have the necessary skills to communicate via social media and mobile messaging apps now have a central role to play.

Culturally, brands have to develop trust by working with local customers. This will cement long-term business relationships. A local PR partner with long-term experience in China is best placed to understand local markets and provide the know-how required to get results.”

# Myth-busting PR in... Japan



Yukiko Harada, managing director of boutique communications agency [TrainTracks](#)



## Common misconceptions

"Many global companies attempt to bring over pre-existing content from other regions and lever it into the Japan market.

They think people will give them attention straight away, so don't tend to come armed with anything that relates specifically to the region. This is a mistake.

Campaigns specifically relevant to Japan are much better received. If this isn't possible, it's important to at least add some sort of local flavour and references to ensure your audience's interest is piqued."

## Key challenges

"Journalists tend to change jobs and beats relatively frequently, making it hard for tech businesses to build up personal rapport. A journalist could be heading up the agriculture division one day, and writing about enterprise IT the next!

They are mostly generalists and write about a huge breadth of topics, rather than specialising in a particular niche. So many will not understand the nuances of media technology.

Clients have to spend a lot of time educating the press about technological concepts and the nuances of their products and solutions."

— **"It's important to at least add some sort of local flavour and references to ensure your audience's interest is piqued."**



## Regional differences

“The way features are selected and produced is slightly different. Topics are dictated by publications’ in-house editorial teams, and then employee freelancers execute them. Unlike in other regions, it’s not common practice for freelancers in Japan to pitch feature topics – unless they’re extremely highly regarded!

With the pandemic, we’re seeing more social and digital media activities, and more ad-driven programs to drive sales leads. For content marketing, content should have a Japanese element. Companies are also using alliance marketing with other brands to gain more attention.”

## Media relations

“Brands shouldn’t expect journalists to take briefings in English. International businesses have to hire a professional translator, which can be expensive – around \$600 per half day.

The spokesperson doesn’t necessarily have to be from the region, but journalists typically prefer face-to-face interviews.

This means it’s important to have a spokesperson on the ground in Tokyo. C-Level executives or regional directors can be used provided they have a story to tell.”

— **“We’re seeing more social and digital media activities, and more ad-driven programs to drive sales leads.”**

### What services or skills do you need in a local PR agency?

“Businesses attempting to break into the Japanese market should look for an agency that is equipped to provide local business advice, as well as PR and brand strategy.

It’s also important that the agency understands the country’s business protocol inside out. This is where working with a local partner can make all the difference.”

# Myth-busting PR in... Korea



June Cha, managing director of  
[Chayun Public Relations](#)



## Common misconceptions

"The biggest mistake made by companies new to the region is that they tend to think of Korea as a developing country. They also often compare Korea with other regions such as China and Japan, but these comparisons just aren't accurate.

People think that they can use their experiences from other regions as benchmarks for the Korean market. But just because you do something a certain way in one country, that doesn't mean it'll work in Korea.

Of course, new companies from the US or Europe often don't have any local experience to lean on. In many cases we have to start from scratch."

## Key challenges

"Having relationships with local journalists is very important. It can be tricky to get coverage without them, so businesses have to develop them before they can start pitching.

It's also vital to have a local angle. The major horizontal publications primarily focus on local companies like Samsung and LG. They don't spend much time on foreign companies unless news links or contributes to the local market.

Finally, the media market has shrunk significantly in recent years, particularly in print. This has made opportunities both more scarce and competitive. And with COVID-19, companies are turning increasingly to ad-driven social and digital media campaigns."

— **“With COVID-19, companies are turning increasingly to ad-driven social and digital media campaigns.”**

## Regional differences

"There's still a big focus on sending out blanket pitches to a wide audience. Pitches don't have to be as targeted as other regions. Journalists will complain if they get missed out!

What's key is having something tangible – a substantial story, a presentation, a press release, or the right spokesperson. There has to be something real journalists can take away.

The media environment also has less variation. Publications tend to be less niche and less specific, with fewer industry focuses. This means businesses have to fit into broader categories. It's a very different media ecosystem."

## Media relations

"Most global M&E companies that expand into the region don't have a local head spokesperson, but this isn't necessarily an issue.

Many journalists actually prefer having access to someone from the company's head office for interviews and media briefings, even if they don't speak the language. Interviews can be done in English with an interpreter – journalists are generally open to these cross-language briefings.

They will always respect C-level executives, no matter the nationality. It's seen as a sign of respecting the media, instead of putting forward someone more junior."

— **“The media environment has less variation, which means businesses have to fit into broader categories. It's a very different media ecosystem.”**

### What services or skills do you need in a local PR agency?

"Look for an agency that can provide consistency in terms of service quality. An agency's size and prestige is less important. It's more about whether they've taken the time to build up relationships with the media and if they know how to work within the ecosystem.

Factors such as local expertise and longevity are vital – along with turnover as this tends to be higher than other regions. Most companies start by asking about specific services, but the most important thing is to look in-depth into the core of the agency."

# World view

## What type of social media platforms are typically used by b2b audiences in your region?

### DACH

"Germany has its own professional networking platform – Xing – which is similar to LinkedIn but is purely for German speakers. Twitter is also widely used as a b2b marketing tool."

### China

"Facebook and Twitter aren't permitted in China, so local variants dominate. Mobile messaging platform WeChat is particularly popular, along with the Twitter-like Weibo. Both are powerful tools for b2b communications."

### Korea

"From a b2b perspective, Facebook is the biggest platform. Unlike other regions, LinkedIn is still generally considered to be more of an HR tool, so isn't as widely used for PR and marketing."

### Japan

"Unlike in the UK or US, LinkedIn isn't used as a b2b marketing tool – it's almost exclusively used for networking. Twitter and Facebook are the leading tools for b2b social media marketing."

# Myth-busting PR in... Middle East



Nick Leighton, CEO of Dubai-headquartered [NettResults](#)



## Common misconceptions

"Western brands tend to underestimate the variation in the region. Dubai is a prime example. Out of a population of 9.2 million in the country, expatriates make up about 7.8 million and the Emirati nationals hold a population share of around 1.4 million. This is much lower than most people think.

With such vast demographic variation, there are a high number of nationalities to consider. If you're communicating to this diverse demographic, your message needs to be crystal clear. And when using marketing and media relations tactics, brands have to be prepared to embrace multiple vehicles to get their message to the target audience."

## Key challenges

"Dubai acts as the hub for the region in terms of logistics, intellectual property, the technology industry, and media – and it's a complicated market. For a high-value media technology sale, there are likely to be many different people and nationalities involved in the buying decision.

Also, due to the absolute buying power and availability of liquid funds, there should be a focus on the Royal Kingdom of Saudi Arabia (KSA). This is typically more challenging for Western companies, as the culture is very different. It takes an experienced marketing team that fully understands the cultural nuances to avoid making costly mistakes."

— **“Brands have to be prepared to embrace multiple vehicles to get their message to the target audience.”**

## Regional differences

"PwC has previously commented that 'companies in the Middle East are in the top ten in the world in terms of their investment in technology, but in the bottom 50 for education and training in this area.' This stands it apart from most regions and offers a significant opportunity for the right providers.

The region also has ambitious plans to leverage smart cities and IoT. The quick adoption of technology by governments is going to be interesting and possibly ground-breaking over the coming years."

## Media relations

"At the end of the day, people buy from people. The foundation for successful sales and marketing in the MENA market comes down to understanding people, the needs of the local audience and the various cultural nuances.

M&E companies have two options for engaging the media. They can either centralise services (normally in Dubai) and outreach to multiple countries, or they can run in-country campaigns wherever they are needed across MENA. It usually depends on the size of the company."

# — “The foundation for successful sales and marketing in the MENA market comes down to understanding people.”

### What services or skills do you need in a local PR agency?

As in the rest of the world, Middle East PR and marketing communications has changed massively over the years. M&E companies have to pick an agency that is able to provide a complete service.

Our clients have been focusing on media relations, crisis communications, media training, integrated marketing and social media/digital. These areas represent the heart of PR in the region."

# Myth-busting PR in... South Africa



Ronelle Bester, founder of South Africa-based  
[Red Ribbon Communications](#)



## Common misconceptions

"Many brands see Africa as a single country, rather than a collection of independent and vastly different nations. The range of cultures, languages and technical maturity across the region means a blanket approach to PR isn't feasible.

Take Nigeria and Kenya. In Nigeria, you have to pay for coverage, as well as for journalists to travel to and attend briefings. This makes everything quite expensive.

In Kenya, the media landscape is more mature, and the internet connectivity is much better. This puts a greater focus on blogs and online content. In a region as diverse as ours, PR strategy has to be focused and regional."

## Key challenges

"Brands new to South Africa assume that online content is everything, but that's not the case. The internet connection is shaky, and 3G infrastructure only exists in urban areas.

But with the lack of live events and tradeshows now, M&E companies will have to step up their social media engagement and consider virtual roundtables and online presentations via video conferencing facilities. LinkedIn is growing in South Africa as a social business tool and Twitter is also effective.

For developing sales leads in South Africa, digital is the future, with programmatic advertising in the lead. Webinars are also proving to be popular and successful. Educational content with the aim of supporting businesses post-COVID-19 works best right now, but content campaigns should be followed up with retargeting campaigns to convert leads into sales."

— **“For developing sales leads in South Africa, digital is the future.”**

## Regional differences

“One of the big differences is that mobile data in Africa is still extremely expensive. The drive to keep data usage as low as possible means multimedia isn’t such a big thing yet, especially seeing as the modest public transport infrastructure means people spend a lot of time travelling.

The majority of people can’t afford to spend their journeys scrolling through news feeds and watching videos. As a result, reading the news in print is much more common in Southern Africa than in the US or EMEA.

The number of different languages can also pose a challenge. There are eleven official languages in South Africa alone! Though most Africans speak relatively good English, it’s not their first language. That’s why newspapers are still in high demand – many are written in local languages.”

## Media relations

“Virtually all b2b tech news is written in English. In terms of briefings, a lot of international brands think it’ll be easy to secure interest. But the local connection is really important – it’s vital to show that you’re serious about the territory.

Without a local spokesperson, you lack vital market knowledge and journalists are most interested in stories with local relevance.

Technical expertise also varies a lot. Content for a South African audience would have to be simplified and any technical concepts explained before it could be used in a neighbouring country.”

— **“The local connection is really important – it’s vital to show that you’re serious about the territory.”**

### What services or skills do you need in a local PR agency?

Local knowledge is a vital trait to look for in a PR agency in Southern Africa. Beyond that, digital expertise is also growing in importance. It’s no longer about traditional media relations in our region – media relations must be omnichannel for it to have real impact.”



# World view

## What do CTOs/CIOs in your region typically care about?

### LATAM

"Their concerns are similar to other markets – they want solutions to really meet their customers' needs. And as most b2b tech is launched in another currency, price always needs to be addressed."

### China

"Industry 4.0 is extremely prevalent, so innovation and AI are key buzzwords. CTOs are focused on replacing old-style industrial mass production with automation, and contributing to China's wider transformation."

### Korea

"CTOs and CIOs are heavily influenced by political, economic and social factors. From a technology perspective, AI, IoT, smart factories, autonomous cars and semiconductors are the most prevalent topics."

### APAC

"Budgets are a key concern. CTOs are looking to extract value from their IT investments. There's also a sharp focus on cybersecurity, with legislation forcing CIOs to take the responsibility more seriously."

# Myth-busting PR in... North America



Kim Willsher, director, Los Angeles,  
[Red Lorry Yellow Lorry](#)



## Common misconceptions

"People often think they need to be based in the same location as their target customers or journalists. This isn't true. The US is large, but marketing and PR are so digital that companies (and their PR/marketing support) can be based anywhere. They don't have to be in the office next door.

Companies also think they need local customers to do business in the US. It helps, but they don't have to rely on having customers to build awareness and generate leads."

## Key challenges

"As in many markets, editorial teams are shrinking, and several media and entertainment trade publications have closed recently, so there's more competition for the attention of those that remain. This makes it harder for M&E companies to stand out.

With the pandemic, there's more sensitivity around brand morals and ethics. Any misstep (e.g. a cultural insensitivity or being seen as opportunistic) will be frowned upon."

— **“The US is large, but marketing and PR are so digital that companies can be based anywhere.”**

“We've been focusing on smaller content campaigns like our series of Insta Interviews with customers. From my standpoint it's about community engagement and using the voice of the customer as much as possible to help unite our client base through a tough time.”

**Lesley Kantor, CMO, Panavision**

## Regional differences

“When it comes to content marketing and lead generation, there’s more competition than most other regions. People are bombarded with information from hundreds of brands across multiple touchpoints. Businesses have to be prepared to make more of an investment, as it’s much harder to be heard.

The best platform for promoting your content depends on your target audience. LinkedIn is most effective for C-level execs and technical audiences, but if you want to reach artists and prosumers, you’ll have more success with platforms like Twitter and Instagram.

Finally, authenticity is vital. If businesses can’t back up their content and product messaging, they’re going to come unstuck. Always have proof points, as no-one’s going to just take a brand’s word at face value.”

## Media relations

“Phone interviews are usually preferred. Brands don’t necessarily need an in-region spokesperson, but they have to be able to operate across different time zones. They should also be fluent in conversational English, although most journalists will take a written Q&A instead, if needed.

With some M&E trade publications closing and others starting to cover emerging areas like podcasting, it’s vital to keep track of the changing media landscape.

And don’t be surprised if you get hit up for sponsorship – editorial and sales crossover is becoming more common.”

— **“Authenticity is vital. If businesses can’t back up their content and product messaging, they’re going to come unstuck.”**

### What services or skills do you need in a local PR agency?

Agencies can’t just focus on one discipline anymore. Brands need a partner that can represent them across the board – including PR, digital marketing, social media and influencer relations.

Brands also need a partner that has been around the block before. They need to have specific experience in the media and entertainment industry, rather than just a general understanding.”

# Myth-busting PR in... South America



**Mauricio L. Figueras, President of**  
**Interamerican Marketing Solutions (IMS)**

**Vania Gracio, CEO of Brazil-based Sing**



## Common misconceptions

"The most common one is to treat the whole region as a single market. In reality each country is distinctive – with different languages, cultures and ways of working.

The biggest difference is between Portuguese-speaking Brazil and the rest of the region. But even in Spanish-speaking LATAM, there are variations in words, dialects and cultures, so communications need to be localised.

Some companies think they just need to send out a Spanish language press release, but it's not as simple as that. You need to tailor your news and tactics to each country.

Our journalists are very tough, too. They want to know what's in it for them. Global brands sometimes think that we're just waiting for them to launch here, but this isn't the case! Brands have to show what they can bring to the local market."

## Key challenges

"Brazil needs to be treated as a separate region entirely. It's a challenging market. The Portuguese spoken is different to Portugal, so always get a Brazilian to proofread content.

Traditionally, M&E companies have participated in tradeshows and sales visits, but at this moment in time, the best approach is to use social media platforms and digital marketing to reach and develop leads.

They should also consider conducting online webinars with a well-known client that can add credibility. If the webinar involves Brazil, it should be Brazil focused. If it's in Spanish, then one webinar for all Spanish-speaking countries is acceptable.

In Brazil, the best way to engage with B2B M&E audiences is to offer some kind of useful content or advice. Some trade media are partnering with vendors, organizing webinars on their social channels or offering editors to host webinars.

Finally, businesses need to understand that the political climate in the US can cause ripples and currency fluctuations can have a big impact on local buyers."

# — “The best approach is to use social media platforms and digital marketing to reach and develop leads.”

“There won’t be many in-person meetings or personal visits to other countries until at least Q4 2020, so LinkedIn is essential for the region. Also, partnering with regional trade groups like LAMAC (Latin America Media Council), or their local counterparts like SET in Brazil is also worthwhile - they help to direct innovation, organize seminars and distribute key regional information.

The media industry in LATAM is very close knit. Most customer-vendor relationships are based on information and recommendations from peers or colleagues within the same or other countries. Developing personal relationships even with just a sub-group within the industry will help amplify communication, education and awareness efforts.

A close relationship with one or more media and entertainment trade publications is also advisable. Try to advertise occasionally to develop a rapport and goodwill.”

**Jesus Francisco Mata, Head of LATAM & US Hispanic, Never.no**

## Regional differences

"In the US, companies can succeed by having one office covering the whole 50 states. But in LATAM, it's better to have people on the ground in each country. You need to localise PR and marketing content and language.

Brazilian PR is also slightly underdeveloped compared with Europe – some people still think it just means press releases. And here you often pay media outlets. You work together to develop the content and there's a fee.

International companies coming to Brazil should show how their product or service is good at solving problems. Brazilians are early adopters, but they're not interested in going deep into bits and bytes. Offer a solution, good local customer service, information in the local language, pricing in the local currency, and examples of happy customers."

## Media relations

"We certainly prefer to have a local spokesperson with local contacts and knowledge, but there are ways around it.

For example, we could host a webinar and let people know the content will be in English. The big media companies always have English-speaking journalists."

Our advice would always be to use English if you're not confident in Spanish or Portuguese. As long as you understand the local laws, culture and language, you don't even need to be in Brazil. Just use a local agency to translate and localise content."

— **“In LATAM, it's better to have people on the ground in each country. As in Europe, you need to localise content and language.”**

### What services or skills do you need in a local PR agency?

Look for an agency that understands the market and has excellent relationships with local journalists. A good agency will help familiarise an international company with the media, and with local customs.

For example, you'd never do a breakfast meeting in Argentina. Brunch is fine, but breakfast just wouldn't work. Whereas in Mexico, breakfast is perfectly acceptable.

The agency also has to have M&E sector-specific knowledge and be able to provide an all-around service that goes beyond press releases. Ultimately, you need to find an agency that really understands the local market, with an ability to see the big picture."

# World view

Can you still use PR to build a customer pipeline, even if you don't currently have any customers in the region?

## LATAM

"It's beneficial to have local customers, or at least be hiring locally, as this carries weight with the media. But there's still plenty that can be done to build media partnerships and visibility."

## DACH

"PR is an excellent tool, but shouldn't be relied on for lead generation. It should be used as part of an integrated approach. One option is to use international case studies with high-profile brands."

## South Africa

"Building a customer pipeline without a local presence can be tough, but it is possible. We recommend conducting a survey to gather region-specific data, and visiting the country regularly to show commitment."

## APAC

"We've seen that activities such as building customer advocacy programmes can be successful, especially in India, Indonesia, Vietnam and Thailand. Brands can partner with respected local companies to build awareness."



# Myth-busting PR in... DACH



**Diana Sali, Senior account executive,**  
[Red Lorry Yellow Lorry](#)



## Common misconceptions

"Many companies forget that DACH is made up of three distinct countries, even though the German language is shared across them.

Germany, Austria and Switzerland each have their own culture and media landscape. The level of journalist expertise and the number of M&E trade publications also varies between the countries.

There's no such thing as a one-size-fits-all approach to PR and lead generation in DACH. Each country requires a bespoke approach. With editorial staff shrinking, good relationships with local journalists are key."

## Key challenges

"Language poses an interesting challenge in DACH. German is the main language, but French and Italian are also spoken widely. Some M&E publications are open to receiving and publishing content in English if their audience is more international.

Unlike some other regions, Germany has no single media hub – the landscape is extremely decentralised and some publications, especially within the M&E sector, have a very small number of staff. This poses problems when it comes to deciding where to host a press event or product launch, for example.

When it comes to content marketing and lead generation, it can be tough to cut through the noise."

— **“There's no such thing as a one-size-fits-all approach to PR in DACH. Each country requires a bespoke approach.”**



## Regional differences

“Some M&E trade media have started to publish more international content. But generally, when pitching German media, always pitch in German. Most important: get straight to the point. German journalists are more averse than most to marketing jargon and hollow language.

Regional flavour is also crucial. Germany has 16 federal states, each with strong regional pride. Understanding this dynamic is vital, as the intel can be applied to the relationship building process.

Whether for PR or lead generation, communication across multiple channels with a cohesive message is key. With events and trade shows cancelled, it's important to share your message as widely as possible and to include social media in your strategy.

There should also be some local relevance in your content. Engaging on a personal level with tailored information always yields better results. And don't forget to factor in time for translations and localisation.”

## Media relations

“As with any region, culture in the DACH region is unique. The key differences are deeply embedded in how the region consumes media.

The written word is still considered inherently trustworthy in Germany. Though dominated by print, the media landscape in Germany is still very diverse and has some extremely niche areas.

Despite the trend to digitize newsrooms, there are still M&E trade publications that are highly regarded. With shrinking editorial staff numbers, good relationships with journalists are key.

Pay-to-play opportunities are also commonplace, which is an unwelcome surprise to many businesses new to the region. Commercial agreements with influencers and bloggers are central to the operation of a PR campaign.

Finally, businesses must understand that not every media pitch will result in coverage, especially with national and tier one press. Sometimes pitching is a relationship-building exercise – it's not all about achieving a quick hit.”

# — “Communication across multiple channels with a cohesive message is key.”

## What services or skills do you need in a local PR agency?

“I always tell businesses that it's important to use a local PR partner, full stop. That's the most important piece of advice I can offer. They speak the language, they know the media landscape, and they will have existing relationships with journalists.

Businesses should also select a partner with the expertise most relevant to your business and its goals, and that you connect with on a personal level. You'll be working closely for the foreseeable future, so it's important you can form an effective working relationship.”

**Find out more about PR in this region. Go to Alexa or Google Assistant and say "open Red Lorry Yellow Lorry" and ask about "PR in DACH".**

# Myth-busting PR in... Nordics



Jan Fredriksson, managing director of Swedish firm  
[Northern Link PR](#)



## Common misconceptions

"Most businesses think of b2b PR as completely different from b2c, but we're seeing the two worlds becoming much more closely integrated in our region.

The real difference is the influencers you target. With b2b, you're influencing journalists, politicians, organisations and educators. In consumer PR, they're media celebrities, bloggers and YouTubers. What's important is what you're trying to convey with your content and how much that content is shared and discussed."

## Key challenges

"Product press releases, analyst reports and award announcements don't tend to result in much coverage. Nordic tech journalists often find them too inside-out focused. Instead, personal, one-on-one meetings generate better results.

It's important to know the language as well as the culture inside out in order to be successful at PR. For example, many campaigns tap into our customs, the political climate and current issues – all of which a local agency can advise on."

— **“Nordic journalists prefer to speak to local spokespeople rather than US- or UK-based CEOs – unless they're from major companies.”**

## Regional differences

"We have fewer media outlets and every country has one or two titles that dominate each industry. Comparing Nordic countries, there is some truth to the stereotypes: Swedes try to establish consensus; Danes are more assertive; Finns are nice and funny, and Norwegians tend to be very self-confident."

We have a highly developed social and online media in the Nordics. Only well-crafted, informative content with local references work. When done well this is a good basis for lead generation."

## Media relations

"In the Nordics, journalists have a very high level of integrity. Personal relations have no impact on how much they write about our clients. Instead, the most important aspect is knowing his or her interests so that we always provide value."

Nordic journalists also prefer to speak to local spokespeople rather than US- or UK-based CEOs – unless they're from major companies. And press conferences only work when it comes to large Swedish stock-noted companies. Be as local as possible."

— **“We have fewer media outlets and in each country there are one or two titles that dominate each industry quite heavily.”**

### What services or skills do you need in a local PR agency?

M&E companies need to pick an agency that is nimble and able to adapt to industry trends. For example, businesses are now using more channels than ever before. And not just social media channels, but also ambassadors and influencers.

Increasingly, there's a paid element to PR campaigns. Agencies therefore have to understand paid and non-paid campaigns in order to obtain the best PR results."

# Myth-busting PR in... Russia and CIS



Natalia Khludova, communications and PR director at Moscow-based PR and marketing agency [ContActive](#)

**CONTACTIVE**  
TECH COMMS GEEKS

## Common misconceptions

“Russia’s PR and marketing industry is much friendlier for foreign companies than many people think. It’s also one of the most dynamic and high-growth markets around.

According to media research firm Mediascope, the Russian advertising market volume exceeded \$7.3 billion in 2018. That’s 12% more than the previous year’s performance and almost three times larger than the global growth rate.

Marketing infrastructure is developing rapidly, and the quality of services is increasing. Brands need to invest in making their communications more targeted and effective. Increasing share of voice and engaging directly with audiences are key objectives for most brands in the region.”

## Key challenges

“The sheer size of Russia can be problematic. The country covers a huge surface area of 17 million km<sup>2</sup> and spans 11 time zones, which can pose logistical challenges.

Russia – and CIS in general – is one of the most digitised regions in the world. Media consumption has quickly moved to the digital landscape. This form of media is growing and having a greater impact on the market.

This has made our work more diverse. Everything is getting faster and more complex, and blurring the lines between industry sectors. PR and marketing agencies have had to reinvent themselves to respond to these changes.”

— **“Marketing infrastructure is developing rapidly. Brands need to invest in making their communications more targeted and effective.”**

## Regional differences

“At a basic level, the brand messages and marketing materials that are typically relied on in America and Western Europe are not as effective in Russia and CIS.

There is a different mentality that dictates the failure or success of local business communications. This means all PR and marketing materials must be adapted to the region.

Russia also has an enormous digital landscape, with several local social networks that won't be familiar to international companies. For example, VK, Odnoklassniki and Viber make up three of the top five most-used social media platforms, coming ahead of all the major Western platforms except YouTube.

Unlike in the rest of the world, LinkedIn ads won't deliver much value, but email campaigns can still work. Depending on the product or solution offered, Instagram, Facebook and the local VKontakte can be the right choice. Telegram Messenger has become an influential tool with its channels and opinion leaders.”

## Media relations

“Traditional media credibility is on the decline. New media influencers are more personal and inspire more confidence with their audiences.

Communication with target audiences primarily takes place within the digital sphere. This is driving change in PR activity at every stage – from planning to running and evaluating a campaign.

Content syndication and commercial projects aimed at lead generation have become more popular, as well as webinars and online conferences. When it comes to content marketing, marketing materials created for worldwide use may be too generic here. The best type of content to offer is local case studies. Audiences are looking for informative content with practical tips, and stats if possible.

Finally, influencer marketing has become a real trend. In the Russian-speaking region, it's about more than just spending money on recruiting celebrities. Engaging with influencers and opinion leaders is one of the most important tactics for expanding reach and maintaining a positive brand image in both b2b and b2c markets.”

# — “Content syndication and commercial projects aimed at lead generation have become more popular.”

## What services or skills do you need in a local PR agency?

Nowadays, you can't afford to be an expert in just one sphere. The market demands are such that a modern agency in Russia should have a wider set of competencies – from PR and marketing to digital media production.

This is being driven by the need to accelerate work processes and eliminate time-consuming communications between field-specific agencies. Every minute counts.”

# Myth-busting PR in... UK



Hannah Patel, director of UK,  
[Red Lorry Yellow Lorry](#)



## Common misconceptions

"Journalists covering the media and entertainment industry aren't always as expert and well researched as you might expect. While many have been writing about the industry for years, publications are having to create more content with smaller budgets and the industry is evolving quickly, requiring journalists to write about topics they might not know much about. If a journalist is under-researched, don't take it personally.

Also, people think Brits are always polite. Yes, we say "please" and "thank you", but good agencies and journalists will always be prepared to drop some home truths when needed."

## Key challenges

"The media landscape is shrinking. Many of our editorial contacts have gone freelance and are now trying to sell content into editors at multiple publications.

Brits are a cynical bunch and marketing spin can be sussed out at ten paces. Whether for lead generation or PR, authentic and natural communication are more important than ever."

— **“Marketing spin can be sussed out at ten paces. Whether for lead generation or PR, authentic and natural communication are more important than ever.”**

## Regional differences

“With both PR and lead generation, you can get further with one piece of content in the UK than you can in other countries—like the US, for example. If it tells an engaging story and links to wider industry trends, you should be able to repurpose it a few times across different channels and outlets.

Marketing content and press releases tend to be shorter and less wordy. Whether your content is aimed at journalists or potential customers, you’ll have a better chance of catching their attention if you get to the point quickly and succinctly.”

## Content marketing

LinkedIn is very well used in the UK and is the best place to focus your content marketing budget if you’re targeting b2b decision makers here. We’re seeing great traction with well-written and timed lead generation forms on LinkedIn – they can be an excellent way to drive sign ups to online events, for example.

But making sure your content resonates with a UK audience is vital to seeing ROI. Ask for advice on the right tone and tweak your marketing content to fit. Remember: just because we speak the same language as the US it doesn’t mean a one-size-fits-all approach will work here.

Basics such as making sure that any webinars you run are on a UK friendly time zone are crucial to giving your UK audience confidence that you understand the market. That and toning down the direct sales/product message in your copy will help too.

## Media relations

“In addition to product and corporate news, UK M&E outlets are interested in strong opinions, relevant data points and customer references.

Most publications are interested primarily in UK or European customers and projects, but they might consider stories from other regions if there’s something particularly unique or interesting about them.

The shameful thing about the UK market is that most people don’t speak a second language, so expect journalists to conduct interviews in English. Broken English is generally fine, but if that isn’t possible, there are still ways around it.

Pre-written content that has been translated and localised into English is a good way to tackle a language barrier.”

# — “Making sure your content resonates with a UK audience is vital to seeing ROI.”

## What services or skills do you need in a local PR agency?

“Brands need to partner with an agency that truly understands the b2b tech landscape in-country and can generate engaging data-led content that’s relevant to the market.

It also has to have existing relationships with key journalists and influencers, along with an understanding of the market beyond traditional media. If you can find an agency that can support your regional sales teams as well as meet your corporate goals, you’ll be well set.”

# — Top takeaways

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Generating leads and brand awareness in a new market takes time, experience and detailed planning.

Knowing what to focus on is easier said than done. Here's our list of top tips for taking your media and entertainment brand global.

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- 1. Engage a local partner** - Speak to an established agency in your target region before starting a new campaign. Glean their insights on the local market, culture and sales channels to shape your marketing and PR strategy.
- 2. Be open to different cultures** - Regional markets work in many different ways, each with their own cultural nuances. Brands that fail to embrace these differences will struggle to deliver local campaigns effectively.
- 3. Customise your campaigns** - Taking a blanket approach to PR and marketing in a new region doesn't work. Each country requires its own bespoke approach. A successful campaign is one with local relevance.
- 4. Think global, act local** - Integrate in-country activity into a consistent global strategy with centralised management and reporting. Lock down processes to ensure effective communication between HQ, the hub agency, local field teams and regional partners.
- 5. Standardise measurements** - Establish a consistent methodology of measuring success across all regions. Standardise KPIs worldwide, and set expectations early so the teams in each region know what's required of them.





## Spread your PR wings

Are you looking to raise brand awareness or generate leads in a new region but don't know where to start? We can help.

Our [global PR network Convoy](#) lets us seamlessly deliver brand awareness and lead gen campaigns worldwide. Handpicked local media and entertainment specialists in every major territory provide on-the-ground advice that feeds into a global PR and marketing strategy.

We simplify the delivery of complex international campaigns, while you get a flexible, consistent and cost-efficient service.

Get in touch with us for a chat about some of the key differences between regions and how Convoy can help build your brand and drive sales leads internationally.

Visit us at [rlyl.com](https://www.rlyl.com)  
Email us at [hello@rlyl.com](mailto:hello@rlyl.com)



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