



driving great brands™

# PR Inside Corporate America: When Worlds Collide

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[dna13.com](http://dna13.com)

# Worlds are colliding

- **External forces are putting more pressure on corporate communications teams**
- **These changes are making the traditional ‘PR role’ collide with:**
  - Marketing
  - Human Resources
  - Customer relations
  - Finance & IR
- **Lines of opportunity are blurring - a PR opportunity could also be a customer relations opportunity**
- **PR professionals must adapt to new realities**

# What are the new realities, anyway?

- Information technologies and applications continue to evolve rapidly – viral, instantaneous.
- Information channels are splintered
- People have faster access to more information
- Emergence of consumer-generated media is a catalyst
- Corporations are more vulnerable to attack

***CORPORATIONS ARE LOSING CONTROL  
OF THEIR BRANDS***

# These new realities are changing how we work together

- **If volume and velocity of information + Power of consumer to access / move / share / create their own information = Increased potential threats to corporate brand reputation and value**

## The response is:

- **Roles of corporate communications, media relations, marketing, customer relations must merge/integrate to address changing external forces**
- **Those responsible for brand management now have greater accountability to protect brand reputation and value**

# But some things don't change

- **Responsibility to your brand**
- **Importance of relationships**
  - Brands are linked to every relationship, but especially with customers
  - Brands represent a company's face, goals, values and reputation
  - Brand health contributes to share price (for better or worse)
- **Expectations from the c-suite**

***“If you lose dollars for the firm by bad decisions, I will be understanding. If you lose reputation for the firm, I will be ruthless.”***

**Warren Buffet**



# The big question ...

***In this new reality, how do I  
protect my brand reputation and  
grow its value?***



# By getting strong, and staying strong

## *You have to change the way you think*

- Everything happens in real time
- Assume your audiences know everything, because they probably do
- Your audiences know their power. They can and want to share what they know and think
- Your audiences can be your downfall ... or your saviour. They can make and break your brand – ENGAGE!
- The old ways of managing your campaigns, issues and crises ... probably aren't good enough.

# Get strong, stay strong

## *You have to change the way you act*

- Learn to react / act in real-time by:
  - Listening
  - Actively monitoring
  - Analyzing strategically (trends, issues)
  - Cultivating relationships and keeping them strong (engage)
- Organize your resources differently by:
  - Eliminating internal barriers and responsibilities for brand reputation
  - Integrate roles for reputation management and make them seamless – c-suite / corp comms / media relations / customer relations / IR / GR / Legal / etc. all share a stake in brand ownership and responsibility
  - Again – PR can't do it alone!



# Get strong, stay strong

## *You have to change your tools*

- Must get immediate insight into all media
  - Print, TV, Radio – “The Usual Suspects”
  - Internet News
  - Blogs, Facebook, LinkedIn, Twitter, YouTube, Message boards (leverage RSS)
- Must be enterprise-wide in order to tame the electronic beast of burden!
- Must allow subject matter experts across the enterprise to collaborate
- Must provide easy access to corporate and competitive intelligence, archived company information, media history
- Must contribute to improved / smarter relationships with media and CGM authors
- Must be cost-effective

# Why do I know what I know?

- I created dna13 because:
  - I recognized the widening gap between volume and velocity of information and ability/skill of corporations to manage it without new tools
  - I saw corporations losing control of their brands to consumers
  - My Bell experience showed me brand ownership / responsibility rests with more than the corporate communications or PR department
  - I understood that a collaborative approach to brand reputation management would deliver a stronger / more strategic response to threats
  - I knew an enterprise software platform could make brand reputation management easier, faster and more cost-effective



# How dna13's results-based PR works



Welcome: [Log a New Call](#) [Admin](#) [Info](#) [Support](#) [Logout](#)

0 urgent alerts 2 alerts 1 messages 0 new monitoring results 0 to dos

- Home
  - Issues
  - Calendar
  - Comm Log
  - Directory
  - Ed Cals
  - Monitoring
  - Publishing
  - File Library
  - Analytics
- Dashboard Personalize Dashboards Alerts Manage My Profile Read Messages Compose Message [Print](#)

**New Panel**

**Print Hits by Source**

- Easton Globe (14)
- MassLive (25)
- Media Awareness Project (5)
- West Haven Today (3)
- Easton Herald (5)
- Capit Cod Online (5)
- Minneapolis Star Tribune (5)
- South Coast Today (5)
- Washington Post (5)
- Worcester Telegram & Gazette (5)
- UH (4)
- Bradenton Herald (3)
- Calibre Macro World (3)
- Chicago Sun-Times (3)

**Hits by Day**

**Ink Share**

**Hits by Media Type**

**Broadcast Hits by Source**

- WBZ (7)
- CBS (7)
- NBC (8)
- WAR (9)
- WLN (12)
- WNYT (13)
- WPRI (7)
- KTBC (6)
- WHBP (4)
- WOXA (4)
- WCMB (2)
- WJLA (2)
- Other (14)
- WFTX (16)

**Comparative Presence**

**CUSTOMER SUPPORT**  
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# What else you can expect

- The right monitoring and reporting tool:
  - Enables comprehensive communications planning
  - Builds confidence to make strategic adjustments on the fly
  - Aligns stakeholders / allows new partners to come on board and collaborate easily
  - Provides insight to change / reallocate resources as needed
- Real chance to prove communications ROI with c-suite
- Get greater transparency and accountability



# Tools at work

- MasterCard
  - Linda Locke uses extensive electronic monitoring covering 240 countries to deliver customized dashboards to alert MasterCard of potential issues before they affect their brand
- Microsoft Gaming Division
  - Pete Pederson harnesses dnaEnterprise to monitor thousands of blogs and CGM to understand how they are performing across multiple markets
  - He integrates our workflow to share and collaborate across Microsoft's gaming division

# How is your brand performing?

- **Are you confident you have the right strategies and tools to ensure your brand:**
  - Assists your corporate communications, PR and other groups to protect and grow your company's reputation and value?
  - Increases your market share?
  - Commands premium prices?
  - Builds employee acquisition and retention?
  - Reduces capital costs of entering new markets

# Looking ahead

- Investments in communication / PR / marketing / customer relations will be based on better business intelligence and analytics, not on guess work
- Corporate structures will change (and become more efficient) to accommodate new realities
- Role of responding to threats and opportunities to your brand reputation will evolve naturally into a collaborative effort

# Want to talk more?

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