

Disruption on Steroids: The Changing Face of PR



By

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Disruption – The Basics

A broad definition: *“Disturbance...interruption of an event, process or trend”*



How Disruption manifests

- Total Disruption:
(typewriter/KODAK)
- Partial Disruption:
(travel agency/ALAT)

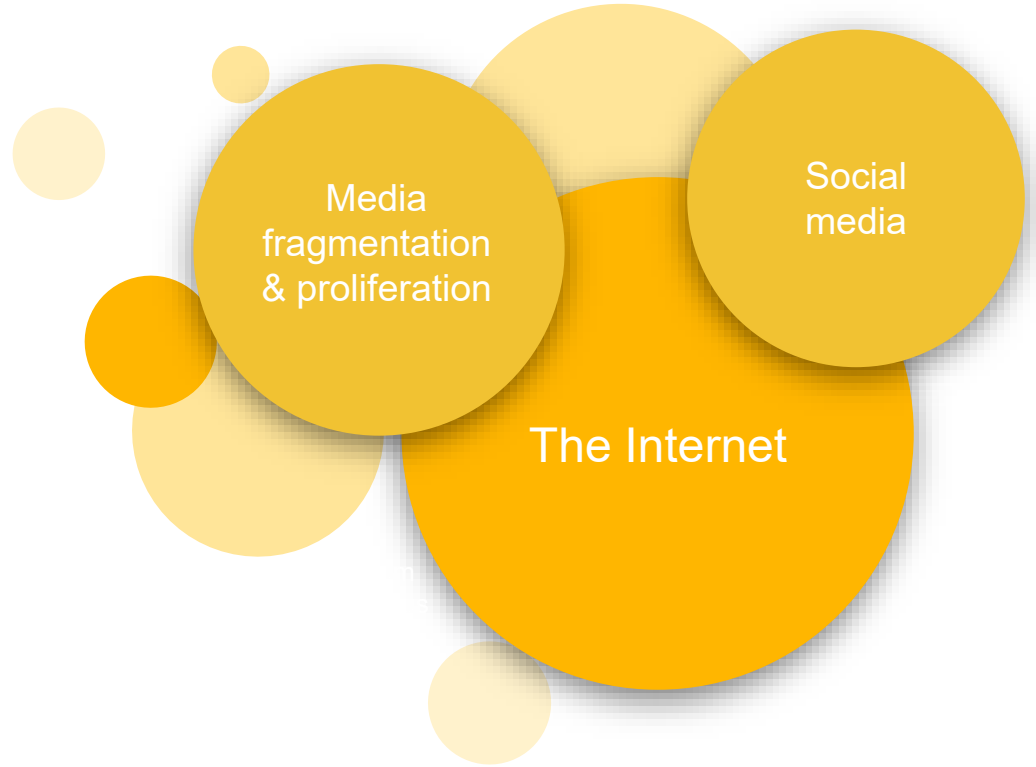




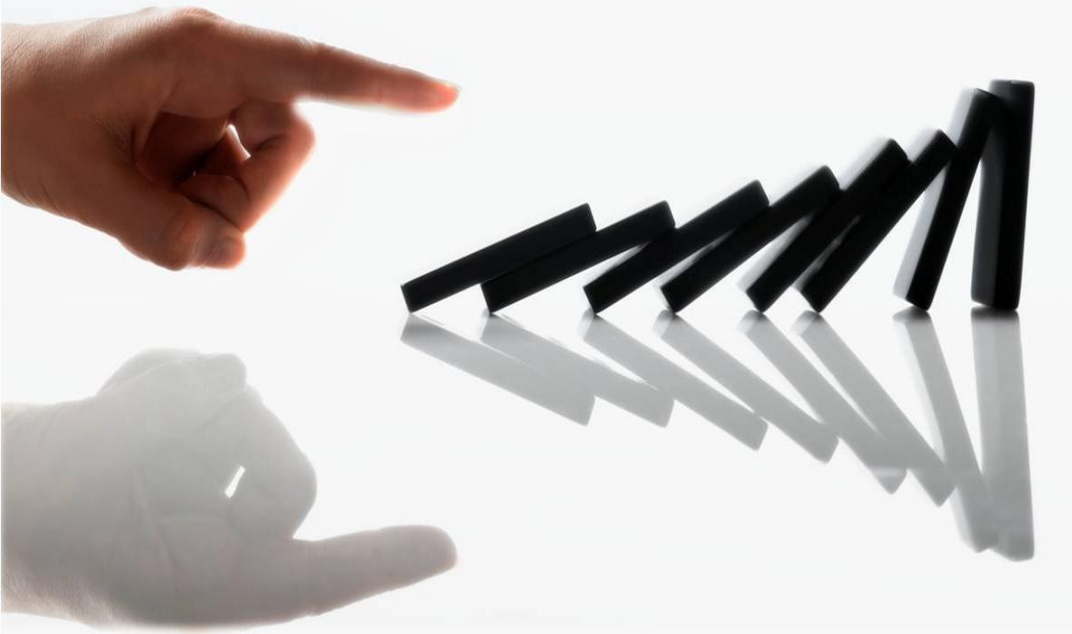
IS
DISRUPTION
OVERRATED, OR IS
IT THE NEW NORMAL?

Ubiquitous
All-encompassing
Perennial

Drivers of PR Disruption



How PR Disruption has impacted...



- The definition/perception of PR (PESO)
- The ‘publics’ (or audience)
- The channels/tools
- The media
- The practice & practitioners

Strategies For Adaption

- Accept the new reality
- Unlearn some of the old paradigms
- Embrace/learn the new 'tricks'
- Monitor contemporary global trends



Some Survival Tips for Agency Leaders

- Make a choice: Agency or Consultant?
- ‘Listen’ more to the client
- Pay more attention measurement/ROI





