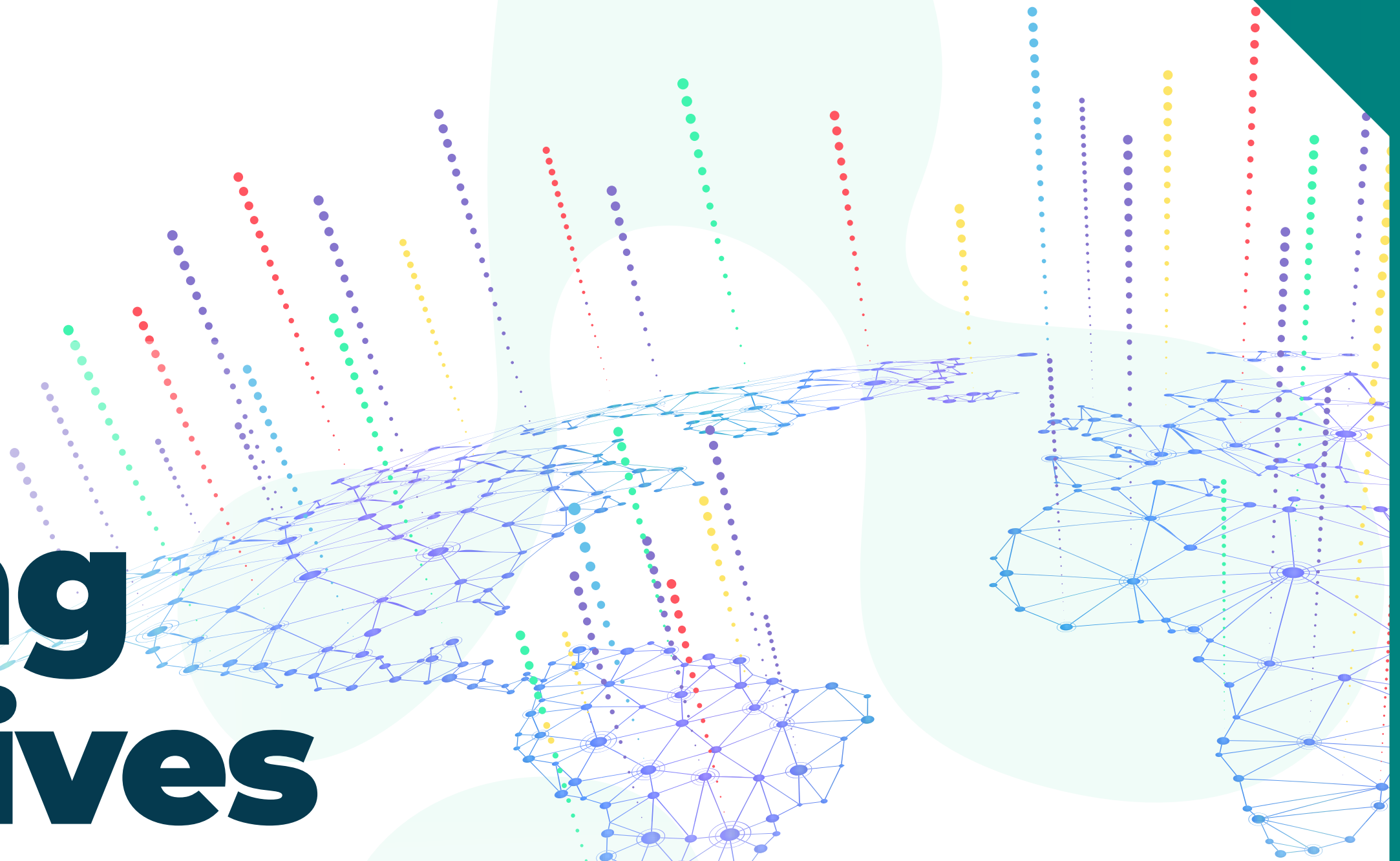


**CISION**<sup>®</sup>

VOLUME II

# Shaping Narratives

**How to go global: Crafting stories that transcend borders**



# Democratising Messaging

We now find ourselves in an interconnected, borderless landscape where audiences on opposite sides of the world can find more to agree on than increasingly polarised local audiences. In that context, the challenge for communications professionals who want to deliver globalised messages isn't in crossing time zones but in navigating socio-cultural divides, taboos, and cultural sensitivities. Therefore, it is essential that comms teams adopt strategies that cross boundaries and ensure a universalisation of messaging.

What this means in the comms world, is that brands are now looking at ways to consolidate their regional operations into a more globalised structure. The goal is consistency and efficiency and supports the continued trend for big brands to “place all their eggs in one basket” and hire a single media group rather than separate agencies in each region.

This, however, poses PR and comms teams with a unique challenge – one that requires them to demonstrate capabilities in their own markets whilst operating within a global framework. Being conscious – indeed acquiring a detailed knowledge – of local cultures, practices, regional influencers, and media outlets is key to crafting unified messaging strategies.

One positive outcome of the pandemic was that it enabled us to put new ways of working to the test, first under obligation, then by choice. We discovered that the barriers to effective communication weren't necessarily geographical, but structural. Hence, this allowed comms teams to transform a challenge into an opportunity.



Internally, comms teams adapted seamlessly to working from home and communicating by Zoom and Teams. Externally, we witnessed a phenomenal consumer shift to digital, with entertainment, banking, shopping and even exercise routines moving from the physical to the online world. That lent itself to an increase in intellectual globalisation in which audiences congregated around ideas and causes in the absence of events. Perhaps it's no coincidence that the clamour for conversations about diversity and equality also grew during the same period.

**Brands are starting to understand the need to collapse organisational silos in their marketing teams and agency landscape, since the consumer now demands a seamless customer experience across every screen.**

The inefficiency of trying to manage multiple platforms and partners rather than bringing them all together as part of an integrated omnichannel strategy is clear. Brands are looking for a central truth when it comes to media value, performance, and data, one that blends online and offline and makes sharing insights easier.



# How to go global

“Going global” relieves pressure in terms of time and resources by eliminating the need to complete repetitive tasks or repurpose the same content for regional audiences who turn out to be remarkably similar to each other. Clients who engage in such practice will pay a premium for the increase in efficiency too.

# Brands who want to embrace a more global perspective should aim to:

## 01.

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### **Target the audience, not the location:**

Imagine a foreign-owned brand looking to launch into post-Brexit Britain. Every possible preconception they might have about the UK would be redundant, given the amount of division on touchpoint issues. In short, national stereotypes and trends are becoming less relevant, yet affiliation with ideas and causes is becoming more universal.

## 03.

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### **Build momentum with patience:**

While some shots will be heard around the world, others need to spread gradually. Campaigns need to evolve naturally, filter down from niche sources to mainstream media, and take on new meaning as secondary audiences come onboard.

## 02.

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### **Reach out to opinion formers:**

Find the influencers and journalists with global reach, and authority within their niche, demographic, or location. As PR Daily notes, the journalist's beat is now global because the technologies they use to connect and engage are globalised.

## 04.

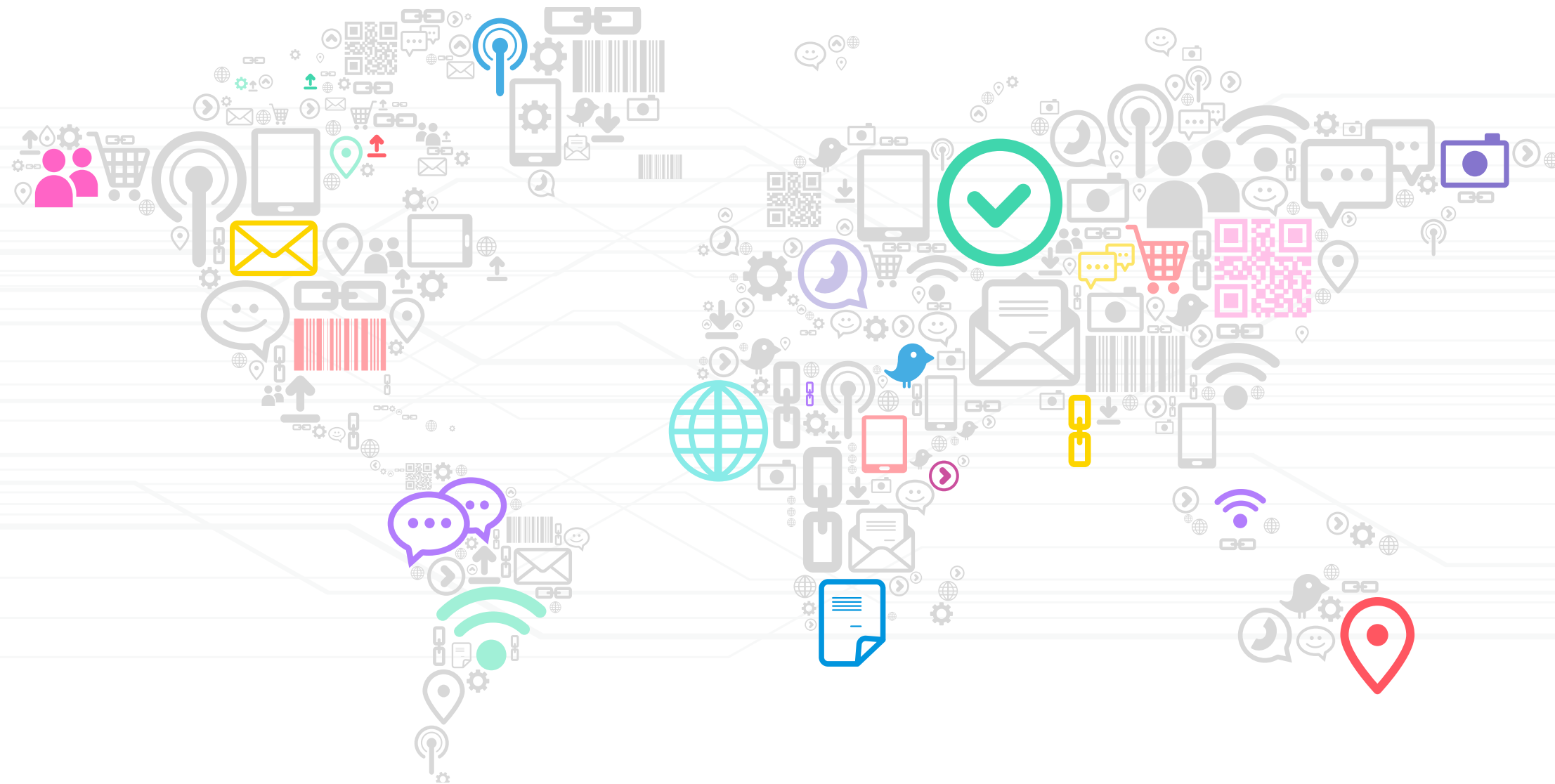
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### **Plan smart with intelligent data:**

Launching a campaign globally will not always be cost-effective. But by taking data-backed learnings from existing campaigns, brands can forecast scenarios and optimise messaging or distribution to hit each audience at the right moment. That often means leading with high impact events and following up with more granular content.

Before now, global consolidation was a marketing pipedream, a future plan that would take years, maybe even decades for a brand to build up to. What the pandemic showed us is that despite cultural and socio-economic differences, one event could indeed result in a unified message, but with its own nuances across countries and cultures. Today's campaigns leave a global

footprint, and the future looks bright in terms of cross-cultural integration and growth. However, telling a story globally and telling global stories are two different things. As with any comms, but particularly international, make sure to plan respectfully, responsibly and appropriately, or you could find yourself with a full page on Campaign, and not for the right reasons.





**Cision Communications Cloud® is the only truly global platform, we connect you with the influencers and journalists who matter, monitor who is talking about you, and help showcase the hard numbers behind your efforts. To find out more, speak to one of our consultants today.**

As a global leader in PR, marketing and social media management technology and intelligence, Cision helps brands and organisations to identify, connect and engage with customers and stakeholders to drive business results. **PR Newswire**, helps companies meet their communications and disclosure needs. A network of approximately 1.1 billion influencers, in-depth monitoring, analytics and its **Brandwatch** and **Falcon.io** social media platforms headline a premier suite of solutions. Cision has offices in 24 countries throughout the Americas, EMEA and APAC.

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