

## CREATIVITY AND INNOVATION IN PUBLIC RELATIONS, AS AN IMPORTANT TOOL IN ASSISTING MANAGERIAL DECISIONS

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### Abstract

*In this study, we write regarding creativity and innovation in public relations, of which it is evident that we need as a necessary means in supporting managerial judgments. For us, creativity in public relations can be a new way to achieve a goal easier, more efficient and faster. It is evident that every client acknowledges creativity, but in frequent situations, it does not convert into evident cases or messages for a mass audience and then is not visible. We also discuss in our study the profile of a ingenious public relations professional, who must be: engaged, instructed, ambitious for performance, having logical knowledge, having malleable and decisive judgment, being an idealist. In this analysis we will make an investigation to show that ingenuity can appear in one of the subsequent positions at the corporate administration*

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*zone: either in planning (positioning, outlining) or implementation (technique, presentation information, knowledge).*

**Keywords:** *public relations; creativity; innovation; IoT; tactics.*

**JEL Classification:** M14, M31, M37

### INTRODUCTION

PR agencies primarily work to promote companies and individuals through editorial coverage known as “earned” or “free” media. Many PR professionals think their duties will soon involve purchasing mentions in newspapers, magazines and television, as well as on digital platforms. (Vieira et. al., 2022).

Specialists in the PR field also believe the term “public relations” is too narrow a description of what the job actually entails. (Elgueta-Ruiz & Martínez-Ortiz, 2022). Looking ahead, it’s important to consider what roles a PR agency or department will need to fulfil and how to best execute such responsibilities.

Public relations itself is a innovative job - it daily asks the PR professionals to find specific communication solutions in particular cases. Creativity must constantly accentuate the directive to disseminate, not outshine it or, even worse, trivialize it. In one pole, there are presentations or corporate events that cannot be watch from monotony, and in the other, there are effervescent presentations from which people had nothing left. The optimum balance is found between the message, the form and the delivery, so that the PR's words reach the target, be understood and assumed. It's not spectacular at all, but this is the reality. (Gurgu et al., 2022)

For the knowledge disseminated by all these current means to be made accessible to the destination public of the organizations, specialists in PR and communication are required a lot of creativity. The profile of a creative public relations specialist should look like: committed, updated, hungry for work, possessing theoretical proficiency, malleable and constructive logic, having a conception. (Tse, 2022).

Creativity can intervene in one of the following situations: either in strategy (positioning, projecting) or implementation (stratagem, presentation information, knowledge). Ingenuity in public relations can also be explained as the capacity to create something different, by joining two or more components in a particular situation, to create added value to a task. A creative action consists not only in launching the added value, but also in assessing it. It must generate a value that can be perceived by a tertiary party. (Green, 2009)

Creativity is differentiated by seduction. Scott M. Cutlip notices public relations as a supervisory task that settles and preserve commonly useful liaisons between an organization and the public on which its accomplishment or breakdown confide in. This process takes place in a public space bombarded with messages in both ordinary and unusual ways (Scott, 2015).

Creativity in public relations intervenes in the communication between the institution and the public with components of ingenuity, intelligence, innovation, quality, performance, aimed to highlight the information given off. Actors who discuss their statuses in the public area are keen to inventive behaviour. These help the recipient to position himself greater in a productive, impenetrable, excited, overpopulated territory (Hernaus et al., 2022).

Corporations that disseminate professionally in the public space choose public relations strategies that help them to diversify, to stand out, to captivate recognition. Firms believe that public relations are a field of action where originality is instantly evident and appreciated. (Tam et al., 2022).

Creativity in public relations it is born from knowledge, study, ingenuity, expertise, inner freedom, consideration, training and accomplishment. Creativity generates the disparity between a solid ceremony and a remarkable one. Creativity makes the information of the institution not easily there, but to captivate. Persuasion can have as a tool personality, popularity (usually an endorser), involvement, brilliance, surprise, etc. (Sternberg & Karami, 2022).

Innovation in PR is identified as a new practice, a new technique, a new product, etc. Innovation has lately been announced the primary word in business, but in basis, it is nothing but adjustment and the profits it leads do not apply only to the product industry. There have been requirements for innovation, different means of considering and executing things, preserving pace with a running economy in terms of digital automation, staffing resources, and customer responsibility. And as far as the PR is concerned, there are still emails and phone messages sent to news stations. But it is a good thing that faxes are no longer used (Ruoslahti, 2018).

## **1. THE EFFECTIVENESS AND DEMAND FOR CREATIVITY IN PR**

The actions of the PR specialty are very mixed and involve a lot of techniques. The public relations professional is both the one who considers of a particular communication strategy and the one who documents, deals, supervisors and measures the developments. Because of this, people can notice that in public relations is more work by the organized person, than by an innovative person. A

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respectable and useful public relations activity cannot be done unless it is assumed and carried out by an ingenious person. Notably in the online environment. And exploration and planning still involve inventive mood. (Fehrer et al., 2022).

According to Oxford Languages Dictionary, creativity is explained as the use of imagination or original ideas to create something; inventiveness. Exploration engages collection all the evidence about the corporation, commodity, representatives, public, market, competition, media and community, which a PR professional demands in establishing a communication strategy. But exploration engage ability. The PR professional must also gather knowledge from the surrounding world, not just from tables. He must confirm a refined spirit of reflection, the capability to investigate human structure, to make precise linkages, to have observations that no one else has. And this is also an aspect of imaginativeness. (El-Kassaret al., 2022).

Projecting in public relations is identified by most publics with an action that is associated to managerial scope, rather than creativity. But the tremendous ideas, the impressive operations on the particular sites, are not shined just because someone has chosen the right words, not only by the illustrations used by the scenario behind them, the one that gives them life and set in motion. The approach to coordinate the purposes with the media and the manners of application, this is the one that regulates whether or not a campaign is imaginative and whether it will be acknowledged (McCollough, 2018).

The online climate and the tension of remaining inventive are what generated it very clear that being innovative, as a public relations individual, is a requirement. Beyond the traditional situations, the digital climate has come with new opportunities to test PR's ingenuity. And this is because the PR specialists must consider game tools, manufacture convenient and pleasant functions, relate with clients and, more than that, detect himself with millions of statements (Verčič et al, 2015).

Consequently, the online climate is the one who has made it very precise that being inventive, as a public relations experienced, is a requirement. Beyond the traditional aspects, the digital environment has come with new opportunities to test PR's creativity. And this is because the PR must think of game mechanisms, build useful and fun applications, interact with consumers and, more than that, distinguish himself among millions of voices. The PR specialist must know the audience in detail, anticipate the reactions and be constantly prepared with a message articulated in its meaning, formulated as the audience would like to hear it from a friend. Therefore, the online environment is the one who has made it very clear that being creative, as a public relations professional, is a necessity. Creativity well put into motion equals efficiency (Barker & McDonald, 2021).

Hardly can be seen an exceptional campaign generated by a freelancer for a minor business client. There are, nonetheless, certain feasible motivations, among which can be revealed: 1. The premier of the above-mentioned concerns budget. Conforming to the notable model: "We have intentions, but not sufficient financial resources to materialize". There is not enough to claim here. Regrettably, such phenomena appear. But to be innovative means to know how to accustom, to do considerably lesser. Because respectable PR specialists can. Heavily, but it's feasible. Specially in the digital climate; 2. The education earned in schools, high schools and universities does not encourage imagination. The second argument is that ingenious specialists in PR are missing. The education earned in schools does not encourage originality particularly often. Judging out of the box is still punished in many schools, even in some universities; 3. The dilemma of originality is inadequately considered. On the other hand, there is the problem of creativity that is inadequately understood. That contemporary creativity. We're talking here about the pseudo-PR-people who consider that if they take a splendidly glowy hat and put their splints on their pants it means they are innovative and original. But things are not as they are, as we all perceive. Creativity derives from a lot of struggles, accurate documentation, and enthusiasm (McCollough, 2018).

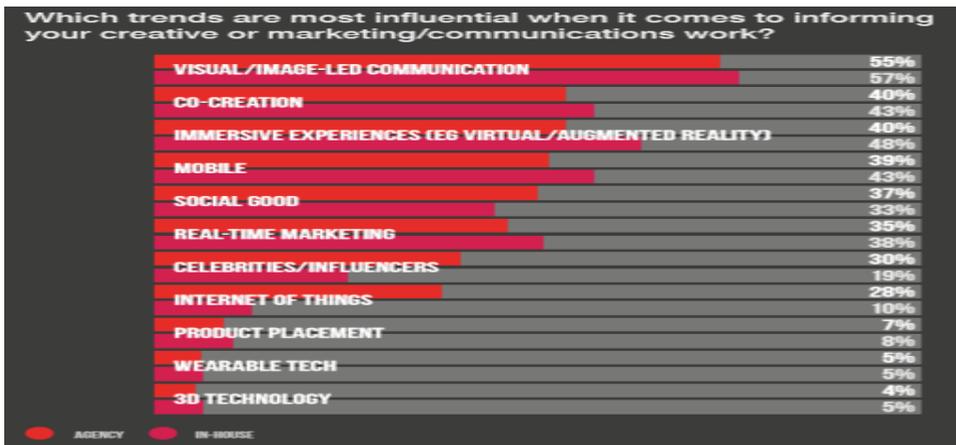
Some people do not consider PR advertising professionals to be particularly creative, except in the rare cases of PR stunts, such as KFC's fried chicken nail polish. Yet creativity plays an important part in much of a PR person's daily work. They must constantly generate fresh concepts for by-lines and story angles, as well as dreaming up campaign ideas for clients. (Lawrence, 2022).

*The Holmes Report's Creativity in PR* study (The Holmes Report, 2018), which surveys PR executives all over the world, show that 68% of PR agency respondents say their clients are more likely to approach the PR team for "big creative ideas" than in the past. There was also a significant increase in agencies who employ a formally named creative director, from 37% to 56%. Still, a prime impediment to PR teams' showing out-of-the-box creative chops is clients' aversion to risk—something not so prevalent in the advertising field. (*The Holmes Report, 2018*)

From the same study in creativity above, also results that the most important trends that influence the professionals in PR in their creativity work in public relations are, in order of their importance, the following ones: visual/image led communication, co-creation, immersive experiences (VR/AR), mobile, social good, real-time marketing, celebrities/influencers, Internet of things (IoT), product placement, wearable technology and 3D technology. In conclusion, we can say that

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visual/image led communication, with a percentage of 56%, and AR / VR, with a percentage of 44%, are the two trends that PR specialists use in the last years. At the same time, celebrities, and influencers, as well as the Internet of Things (IoT), are playing an increasing role among the trends that haunt those who create in PR. (*The Holmes Report, 2018*)



Source: *The Holmes Report, Creativity in PR 2018*

According to the same study, *The Holmes Report's Creativity in PR* study (The Holmes Report, 2018), among the causes that stop the professionals in PR from being creative can be enumerated, in the order of their importance, the following: client feedback or risk aversion, lack of time, lack of clear creative objectives, agency feedback or risk aversion, the domain of other departments or agencies, regulatory environment, the economy, differences in opinion about creative quality, leadership do not view it as important, lack of understanding between agency and client, lack of budget, or our own risk aversion.

In today's atmosphere of continuous communications from a multitude of channels, PR people must come up with original approaches to storytelling to break through the noise.

In the diagram shown below we considered that it is necessary to reproduce some of the ways of transforming the knowledge of public relations into skills and behaviours of public relations, as they are perceived today.



Source: *The Holmes Report, Creativity in PR 2018*

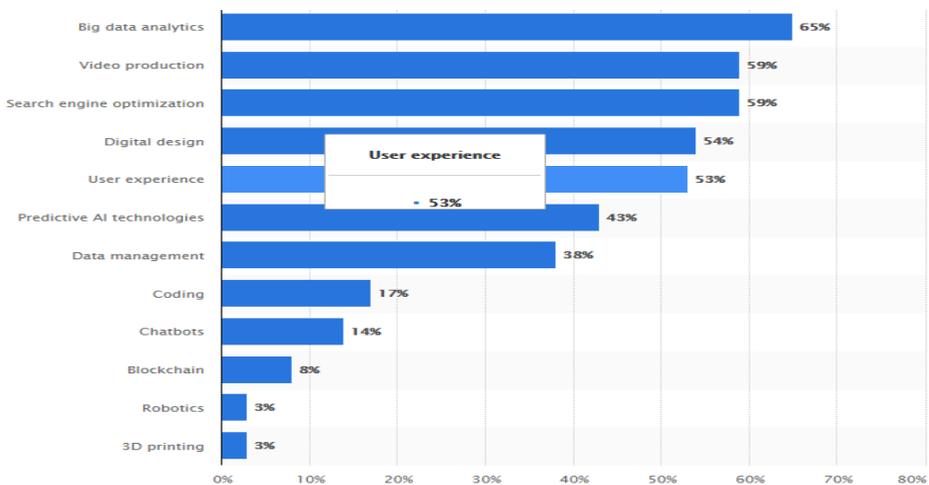


The transformation of PR knowledge in PR skills and behaviours

A study published in Statista in 2020 (on a number of 1,563 PR professionals) shows that the most valuable technologies or skills in the PR industry worldwide are in order of its importance, the following: big data analytics, video production, search engine optimization, digital design, user experience, predictive AI

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technologies, data management, coding, chatbots, blockchain, robotics and 3D printing. We believe that these data influence many directional ideas on the attitudes, beliefs and activities of PR practitioners.



**Fig. 2. Most valued technology skills in the public relations industry worldwide, Statista 2020, <https://www.statista.com/statistics/1057897/public-relations-skills-technology/>**

### 1.1. PR CREATIVE STRATEGIES

Below we mentioned some exemplifications of good practices in PR creativity.

a). *Creativity in PSAs helps make a message fresh.* When we watch TV, listen to the radio or read a newspaper, we have seen and heard a public service announcement (PSA). The Federal Communications Commission (FCC) of USA defines public service announcements as “any announcement for which no charge is made and which promotes programs, activities, or services of federal, state or local governments or the programs, activities, or services of non-profit organizations and other announcements regarded as serving community interests.”

Many companies worldwide have adhered to the phrase “other announcements regarded as serving community interest” in order to place thoughtful and well-received PSAs. And, of special interest to public relations professionals, PSAs are absolutely free of any charge to place. PSA is a way to educate the public about something a company cares about deeply. Broadcast PSAs are either 10, 15, 20, 30

or 60 seconds long, while newspaper PSAs are generally graphical and anywhere from 1/8<sup>th</sup> of a page to a full page. (Fu et al., 2022).

b) We've all seen and know the 30-second PSAs on late-night TV that feature a talking head looking into the camera and telling us to adopt a dog or talk to our children about drugs. *The Canadian Ontario Association of Optometrists (OAO)* unveiled an eye-opening approach to getting a simple public service message to the public. To urge people to give their eyes periodic breaks from screens, it filmed a series of snappy, fun viral videos, called *20 Second Daydreams*. Optometrists recommend using the 20/20/20 rule: everyone who uses a computer permanently must take a break from staring at a computer every 20 minutes, for 20 seconds, focusing on something 20 feet away. Using that as inspiration, the Canadian company developed five animated 20-Second Daydreams videos, each with a unique way to encourage viewers to look away from their screens. The comprehensive, multi-platform media campaign used online, offline and out-of-home executions to reach their target audience. This fresh packaging of a mundane personal health topic makes all the difference. The video series makes a point through entertaining content, as opposed to a routine "eat-your-veggies" message. Showing beats telling, but it takes more work. (Penz & Schupp, 2022)

c) *Creativity helps express company values in a distinct brand voice.* Advertisements for travel metasearch sites usually involve a curtesy gnome (for example: Travelocity- an online travel agency owned by Expedia Group from USA) or a charismatic spokesperson (for example: Trivago - a Dutch tourist destination search engine, based in Germany, which focuses mainly on hotels, the site comparing the prices of over 700,000 hotels on more than 150 booking sites, such as Expedia or Booking.com). Instead of traditional advertisings, Danish travel site Momondo produced a short documentary about 67 people doing DNA tests to find out more about their ancestral origins. Does this have anything to do with shopping for airfares? Only tangentially, but it's effective. Momondo links the documentary to a brand statement that differentiates it from competitors like Expedia Group from USA, who is an online travel shopping company for consumers and small businesses. "Our vision is of a world where our differences are a source of inspiration and development, not intolerance and prejudice." (Expedia's vision statement is milquetoast in comparison.) Momondo's creative endeavour was no small project; it involved a heavy lift of DNA tests, interviews, and filmmaking. Yet it started an important conversation by espousing its values through storytelling. Seventeen million views later, Momondo has taken a strong stand and conveyed it an entertaining way through creative content and PR (Creelman, 2022).

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d) *A great idea aligns a company's mission with its market.* Intuit reinvented itself some years ago as a provider of services to small businesses in USA. Intuit Inc. is an American business and financial software company that develops and sells financial, accounting, and tax preparation software and related services for small businesses, accountants, and individuals. The company is headquartered in Mountain View, California. As of 2019, more than 95% of its revenues and earnings come from its activities within the United States. Its *Small Business Big Game* campaign was not only a contest for small business owners to win a Super Bowl advertising, but a way for it to interact with and celebrate SMBs. The 17,000 participating owners had the opportunity to tell their stories and receive additional benefits through the program. The initiative was an inspired method of spreading awareness of the Intuit Quickbooks brand, and more importantly, to position the company as an advocate for small business owners. PR teams need to conceive inspiring ideas to communicate alignment with their audience (Luchsinger, 2022).

e) *Creative PR helps B2B brands to be accessible.* B2Bs must scramble to find creative ways to gain a competitive advantage in crowded markets. One way is to offer the company's more human face to the public. Capitalizing on the trend of B2B PR/marketing borrowing B2C tactics, a UK data security company opened up a pop-up retail store in 2017 in London where customers were required to pay for products with personal data from their mobile phones. The Data Dollar Store was a fun, experiential event that raised awareness about data privacy, thereby communicating the company's purpose to the general public. The event, boasting a playful, performance art ambience, accurately reflected the company's values ("supporting art, science, and sport") and the overall brand vibe. A firm's PR team must bring their best creative chops when envisioning a tactic that generates so much earned and shared media on such a modest budget. (Behera et al., 2022).

All four above examples have the elements of authenticity and audacity in common. We can say that audacity can add authenticity. Creativity is in itself PR currency since it's the x-factor that can boost the inherent value of any campaign tactic. Some say it cannot be taught, but we disagree. The more we exercise those creative muscles, the stronger they become. Creative concepts are by definition outliers, so they may take a leap of faith. We strongly believe that small steps lead to larger strides and big ideas. (Case et al., 2022).

## 2.THE PRIORITY OF CREATIVITY IN PUBLIC RELATION

Being creative in public relations can involve a multitude of things, but below we have listed some aspects that we believe to be the most important.

a) *thinking outside the box.* Being creative in the world of public relations involves thinking outside the box and standing out from a crowd. Doing the same thing as everyone else can become boring and static. Creativity in PR is always changing, so being creative and thinking of new, innovative ideas allows us to stay ahead of the competition, which can turn to be very beneficial and important when promoting an image or brand and working with a client (Trevas et al., 2022).

b) *solving problems and communicating ideas.* Being creative in public relations means that we can solve problems, communicate ideas, add new perspectives, and tell stories. The message we portray is essential when it comes to PR and the brand with which we are working. We have to remember that when coming up with new and exciting ideas it is also important to make sure we are clearly conveying an idea or story. We don't want to have any disconnect or confusion between concepts. For example, we wouldn't title a blog one thing and write about something completely different or design a logo and have not related it to the company we are creating it for (Capizzo, 2022).

c) *keeping our audience captivated.* Captivating our target audience is also a huge part of the creative process of PR. Being original but also keeping our audience engaged and captivated is an important skill to have in the world of business. Keeping our intended audience as well as our client happy and staying ahead of the game all at the same time can be challenging but is not impossible. Being graphic design majors, some people have experienced difficulties when it comes to thinking of new ideas and satisfying the professors' criteria. We have learned that not every new idea or concept will work, and it is okay to fail a few times before the final product is produced (Smaller, 2022).

d) *being creative in all aspects of PR.* Creativity is relevant in all situations of public relations. For example, event planning, writing, social media, design, etc. all involve a creative process. How people put on an event or what they post on social media requires an innovative thinking process. Therefore, no matter what side of public relations they are a part of, it is crucial to remember that their job is just as important in the development process when it comes to promoting and portraying a brand as the next person's job. So, creativity can be used in numerous ways and can mean something different to everyone (Krašić & Bodrožić, 2022).

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### 2.1.PR CREATIVITY MECHANISMS

Public relations activity depends on creativity in practically all its endeavours. As in the other fields of communication, accomplishment in PR does not have a precise technique, it is the product of associating the appropriate mechanism at the proper occasion. The diversified communication campaigns carried out by a corporation, or a brand definitely have as an origin stage an applied approach to the company's philosophy, but their victory hangs on the capability of the professionals to be visionary. Because public relations are extending fast, public relations experts are requested to bring elements of brilliance, to seek new perspectives of approach and to confirm their creativity and expertise in every image operation. To gather spotlight to the corporation they work for, public relations professionals often request for event creation. Some certain ceremonies target the workers and others the external audience. These events can take the form of picnics, anniversary parties, team buildings, sporting events, public events, "open days", etc. It captures a lot of originality to surprise those targeted and to keep organized actions from coming monotonous. This is why public relations professionals are seeking to examine their imagination by adopting styles to encourage ideas such as brainstorming, evaluating ideas, personal creativity, focus group (Scott, 2022).

Of course, documenting and informing about a precise issue, a certain product must precede any inventive endeavour. In public relations, nonetheless, everything must have a functional purpose, perceptible in image capital or money. Thus, visionary capacity is not acknowledged for itself as long as there are no touchable results. This is also the motivation why some corporations avoid engaging very inventive people who may become unhelpful. But other businesses have found a better beneficial solution. They have in each performance team an individual who will soften the innovative desire when they go away from the purpose. The ingenious capacity of a team of consultants in public relations is reflected, in connection with other things, in the intensity of client fulfilment or the number of customers, in the case of public relations companies. Regrettably, the quality of work is not the exclusive principle that excites or discourages people to resort to the services provided by professionals. (Myszkowski et al., 2022).

Many businesses find the prices practiced by the PR companies quite exclusive, and they are obliged to give up this type of services. Yet, the ingenuity of the specialists also used to overcome this restriction. Therefore, guerrilla-type public relations (guerrilla PR), a progressively trendy section, developed. The motivation why guerrilla-type public relations are becoming better and better welcomed by both

clients and the society is very simple. Guerrilla PR represents, above all, originality in public relations. It suggests administering remarkable tactics, with maximum feedback and minimum prices. It indicates disseminating information in a wise, better exclusive and intrusive way than conventional methods. (Copeland, 2022).

In guerrilla category of public relations the key to success is not to do more and more public relations actions, which are progressively absorbing more funds but to detect alternatives to settle effective and committing relationships with the public, practicing the abilities feasible. Of course, in public relations, originality also presumes an uncertainty because the information may not reach the destination public or be misunderstood. But it is important to remember that we must have the courage to unleash creativity. And if we take into account *Jay Conrad Levinson's* opinion then we can be confident in the chance of our actions: “you don't have to be a magician of the word to use the force of guerrilla creativity. You don't have to be an exceptional writer, a perfect artist, a great photographer or a wonderful playwright. You just have to be a clear-thinking man, a tireless researcher, and a realistic person. You also have to be passionate not about beauty or art, but about your product or service.” (Levinson, 2001).

Creativity is also relevant in preparing public relations information. Even though most of the ideas utilized in the field must rigorously accompany the preparing rules, creativity does not turn out superfluous. On the contrary, it is all the more problematic to be authentic, to captivate consideration, when there are constraints by rules and templates. Such demands request even more brilliance and genius from the one who composes the texts. The public does not respect that a professional in PR has composed 100 or 1000 press releases associated to the business, for the public each text is a demonstration of the engagement, expertise, and gratitude that the author has towards the corporation he represents. So, a professional in public relations must regularly come up with different and attractive "clothes" to wear the same defining information of the business. We would like to notice that a public relations consultant can also demonstrate ingenuity through the way he makes his own image (Chen, 2022).

It is recognized that the society tends to overlap the perception of the spokesperson with that of the corporation. If the individual who shows in front of community is a confident, reasonable, enjoyable person, the enterprise will also be identified as secure, accessible and communicative, but if the spokesman is unmanageable, impassive and laconic the society will consider that the business has something to hide, is obsoleted and not engaged in society problems (Pressgrove et al., 2022).

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The brilliance of the professionals in public relations is and will be put to the test by what we call "peace PR" (public relations for peace). This different and enthusiastic perception intends to strengthen the power of peace news to make it more obvious in the media at the expense of war. Absolutely, nonetheless, peace is a very problematic "client", which indicates that accomplishing this objective will request originality to develop civic appreciation and education strategies (Hidayat, 2022).

It is absolutely necessary to remark that the territory of public relations is a very large one and that it grants and demands the ample and uncensored expression of talent. We can be certain that whenever the public relations campaigns and activities depending on originality, we will have something remarkable, extraordinary, mysterious, something that will force us stop, something that will make us wish to watch what it follows.

### 3. CRUCIAL CREATIVITY IN PR

While there are many elements that go into a successful public relations strategy, creativity needs to be one of them. Except for crazy PR stunts (think at *East Coast Radio's* live billboard, Bacardi's 'Back to the Bar' and the #Budget2019), no one ever really associates PR with creativity. However, as any good PR professional will tell us, creativity is an integral part of the job. According to the Creativity in PR 2018 study by *The Holmes Report*, 54% of clients said that creativity ranked as a nine out of 10 for importance when considering whether to hire a specific PR agency. However, the same study also revealed that 71% of PR professionals or agencies believed that client feedback or risk aversion was the biggest barrier to creativity. There is a fundamental disconnect between what clients and PR professionals want to be delivered and what is delivered. However, there is a way to combat this disconnect, by better understanding the importance of creativity in PR. For PR professionals (and clients), here are three reasons why creativity is key in PR: (Gurgu et al., 2022).

1. *Originality in PR as a result of the noise.* The digital age has brought with it numerous possibilities for innovative PR, but it has also brought with it masses of uninteresting content that people simply don't want to engage with. In this case, PR specialists have to get creative. For example, instead of another message with someone telling that water is precious and that we need to find ways to reduce our usage, Sanlam Corporation – a South African financial services group headquartered in Bellville, Western Cape, created the '2-Minute Shower Songs' campaign. In an

effort to get South Africans to cut down their water usage, Sanlam worked with some of the country's most popular musicians, encouraging people to keep their showers to two minutes or less. Artists like Mi Casa, Kwesta, GoodLuck, and Springbok Nude Girls re-recorded their top tracks, cutting them down to two-minutes long, making it easier and more fun for people to have short showers. They told people to download the playlist and switch the water off once the song has ended. It was a serious message, with a creative execution (Tam & Kim, 2018).

2. *Creativity can express values in a distinct brand voice.* Every brand has (or should have, at least) a distinct brand voice, and a creative PR campaign can be just as effective as an advertising campaign if it is done right. Any good PR campaign needs to have a clear link between the brand and the message being put out. For example, we take the Nando's '#RightMyName' campaign. Nando's is a South African restaurant company that specializes in Portuguese cuisine, such as peri-peri kind of chicken recipes. Launched in Johannesburg in 1987, Nando's operates over 1,000 restaurants in 35 states. Their logo is the famous Portuguese symbol, the Rooster of Barcelos. The campaign linked the fact that the brand kept getting the dreaded 'red line', which highlights its name as a spelling mistake, with the fact that *many* South Africans had the same issue because their names were not recognised by computer software. The campaign expressed the company's values and its love for diversity in a way that was succinct with its brand voice. And without advertising any of the products that Nando's sells, it created a campaign that was true to the brand (Song & Tao, 2022).

3. *Creative PR campaigns are just as effective as adverts.* Creative ideas align a company's mission and market. With a good idea and careful execution, anyone can use his/her PR strategy to show the proper audience that a brand aligns directly with their needs, wants, thoughts or ideals. For example, let's take a look at Sanlam's 'Conspicuous Saver' campaign. The campaign, aimed at encouraging people (particularly the youth) to save money, showed that the brand understood a few things about its audience, namely:

- Young people generally don't see saving as 'cool'
- Social media is an important part of youth culture
- Celebrities are incredibly influential, particularly to the youth
- Young people want to emulate the celebrity lifestyles they see on social media

With that in mind, the campaign used two of the biggest celebrities in South Africa, Pearl Thusi and Cassper Nyovest, to make saving look cool. The celebrities flooded their social media pages with money-savings tips and showcased a less

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expensive lifestyle, without mentioning the campaign! Viewers speculated as to whether or not the celebrities had run out of money due to the fact they were posting photos and videos of them shopping at second-hand stores, providing fans with money-saving tips and even a music video that appeared to mock other high-budget music videos. With the digital sphere alight with speculations, Sanlam released the purpose of the campaign. Sanlam was viewed as the leading voice in saving, particularly within a market that traditionally does not save (Chamblee, 2022).

### 4. DIFFERENT PRACTICES TO INNOVATE AND REVIVE

Presently, corporations in all industries demand to discover different practices to innovate and revive themselves in order to handle in the digital economy. Converting a magnificent conception into an attractive product, result or service, with a major influence on the society, it requests another crucial piece. Thus, after decades of practice in inventing solutions and managing co-innovation programs, PR managers consider that communication is the most remarkable component in innovation. In fact, innovation is communication (Noack & Schmidt, 2022).

Communication, incorporating the priceless art of listening, is more indispensable than anytime in the digital era, as the pace of development advance exponentially, automation becomes more sophisticated and the entire industry is disturbed overnight with unexpected business models. Put honestly, public listen rather to respond, than to understand. However, digitization requests dynamic listening to the environs to handle and strengthen collaborative strategies with corporations, associates, and clients around the world (Henriques & Suarez, 2022).

We totally admit the point of view of journalist and publisher Chris Anderson, the TED Talks curator, who said "that every important component of human improvement appeared just because communities shared interpretations with each other and then collaborated with each other, converting these concepts into reality." Thus, two-way communication can represent the contrast between accomplishment and disappointment when it materializes to innovation (García-Sánchez, 2021).

Here, in the following rows, we will identify what are the three crucial reasoning why innovation means communication today.

*1. Initially and foremost, involvement and diversification must be respected.* Today's most inventive institutions appreciate that game-changing ideas can appear from anywhere and from everyone, thus developing stronger diversification and involvement. In "Why Diversity Matters," McKinsey & Company found that the most varied honest businesses in their industry were 35% more likely to exceed

their rivals, while those in a broad variety of men and women were with only 15% more opportunities to get stronger financial benefits (Hunt, et al., 2015).

Cisco's own investigation reveals that inclusive experiences were the second biggest advantage of IoT innovations and that they were relevant shortly after the quality of the technological framework. Cisco is an American worldwide automation group headquartered in San Jose, California, in the heart of Silicon Valley. Cisco develops, manufactures and sells telecommunications equipment and other high-technology services and products, as well as networking hardware and application software. Through its various acquired subsidiaries, such as OpenDNS, Webex, Jabber and Jasper, Cisco develops oneself in distinct technology markets, such as Internet of Things (IoT), domain security and energy management. The corporation has stronger involvement places, with major influence on the capacity of distinct institutions and teams to communicate openly, routinely and with reciprocal appreciation. For example, Cisco inaugurates an innovation provocation for all its operators (over 74,000 employees) every year, encouraging them to collaborate and co-innovate, create varied teams, take advantage of their own desires and transfer their ideas to enterprise (Michaud & Appio, 2022).

If someone is struggling to come more inventive, then communications should encourage their integral intentions from beginning till ending. Every corporation must cooperate with employee communications, human relations, corporation group managers and top executive management, including the CEO, to increase the influence of representative innovation in the decisive trend of the business. It is imperative to develop the fundamental messages spread by executives and others to sessions and events regulated by the corporation, in videos, editorials, and presentations (Ren et al., 2022).

2. *Furthermore, shaping a vigorous and innovative team is very effective.* For illustration, in Silicon Valley, start-ups depend on almost each person to support what they do best to cultivate true player-level managers of work teams. In giant corporations, the process tends to be quite bureaucratic, embarrassing and with undeniable political impacts, which slows open conversation and improvement. Originally, the formation of an innovation team is at least as necessary as the idea itself. Innovation is more like a team sport with various participants than the classical approach with the support of engineers who have the same theories as a result of rigid study processes and with a limited perspective of the outside world. The triumphing innovations come from inter-functional teams that handle the knowledge of their representatives considering sales, marketing, human resources,

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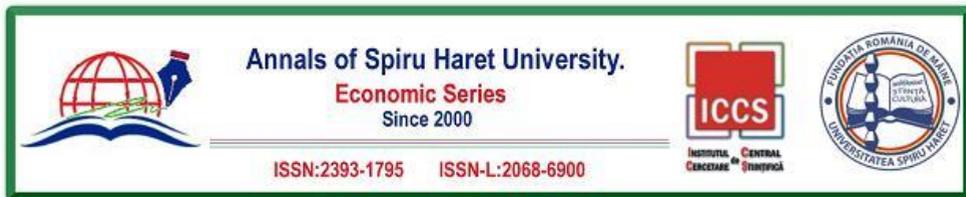
engineering, operational development or business development. With an open mind to communication, creators of innovation confront each other, certify and promote together honestly profitable results - not experimental observations. Elon Musk, the settler of innovation, stated that expertise is remarkably crucial, resembling a sports team. The team that has the greatest individual player will generally triumph, but then there is also a multiplier of how these professionals perform together and the scenario they practice. Thus, businesses should invest in a influential communication platform to strengthen team innovation. Renewed notices should grant and motivate decision-makers, accept uncertainties without suspicion of being judged or penalized. Handled by HR, any corporation will be able to disseminate its inventive attitudes through interactive media channels (Tomitsch, 2022).

3. *And last but not least, the spotlight should be on hyper co-development.* The times of the solitary innovator performing solely at midnight in a place behind the building or in a garage are long ended. Today, no one can innovate alone because of the complexity of automation and applications that emerge on the market. Today it is all about hyper co-innovation, where solution providers, clients, associates, and even workers study, cooperate and evolve closely. A lot of corporations have set up innovation hubs to present and co-develop solutions with their environs. For companies, it is imperative to have international and local innovation hubs that serve as research laboratories and listening outposts. Here, workers can work with associates to experience the best methods and failures, to evolve and, most importantly, to market results straight on the market. In the end, everybody triumphs. However, we cannot overestimate the significance of listening (Yan et al., 2022).

The Greek philosopher Diogenes Laertius said that "we have two ears and a tongue, so we can listen more and speak less." (Toler, 2019). Also, management father, Peter Drucker, said: "To improve communication, do not work with everyone, but only with the final recipient." (Drucker, 2018). In all innovation programs, whether internal or external, great things arise particularly by observing, assuming and evaluating alternative viewpoints. Without the strength of two-way communication, few innovations that would develop our generations and livelihoods would progress beyond an idea.

## 5.THE INNOVATION OF SERVICES

The applications for innovation in PR were partially requested due to the advancement of content marketing or inbound PR. Content Marketing is easily when the current media (blogs, social channels, pictures, speeches, videos, e-books) are



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utilized in a united project to issue substance in certain communities, to target undeniable public and to obtain a precise development. Realistically, this stratagem is different through nothing but reputation. It could be argued that the Content Marketing industry has been nearby for over a century. The American John Deere Agriculture Company is usually perceived as a founder with their magazine called "The Furrow", being published for the first time in 1895. Regardless of the term used, it is important to proactively create media opportunities. Optimizing websites and press releases, significantly engaging with the public in social media and increasing the number of search engines are just some of the results that PR agencies are currently offering, as part of their offered services. (Scott, 2022)

*The mystery for the PR industry* - and the tremendous opportunity for the business community - is that the relationships with the media have continued to be their most relevant actions. And the online media landscape is drastically different from the former times of printing material. Reporters no longer contact on PR professionals and even when they do, they would prefer to communicate to company holders or founders anyway. Finding, staging and building liaisons with the media is now within everyone's extent. With this in attention, digital marketing companies are migrating ahead, suggesting not only content creation and media relationships, but also more specialize (and more profitable) online advertising business. PR business providers require remaining at the cutting edge of digital mechanisms and techniques to serve future clients (Pittman et al., 2022).

*Dominant digital tool:* As subject matter moves more and more towards the visual sector, complimentary tools such as Infogr.am make it accessible for companies to connect greater, from statistics to stories, in a lovely design shape, applicable for social and digital channels. Infogram is a web-based data visualization and infographics platform, set up in Riga, Latvia. It permits people to produce and distribute digital charts, infographics and maps. Infogram gives a perceptive WYSIWYG editor that converts users' data into infographics that can be published, embedded or distributed. Customers do not demand coding technique to handle this mechanism; customers include newsrooms, marketing teams, authorities, professors and students. The mass media is also progressively assimilating this category of content in the coverage of their news, thus increasing their press releases. Innovation in service shipment. The latest striking range of innovation within PR is the provision of services and pricing designs. Contemporary PR companies consider commodities and services in an outdated fashion, maybe because they seem convenient that way, but that doesn't



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undoubtedly match the way contemporary corporations operate. Giving them what they might need, but not fundamentally what they demand. And here, the automation accelerates the way some PR companies distribute consumer information. (Elgueta-Ruiz & Martínez-Ortiz, 2022).

*Autonomous subcontractor employees*, 24-hour teams and international network partnerships authorize even the smallest firms to deliver worldwide, across continents. For example, let's take into consideration The PR Network in Northern Ireland, which handles online project administration systems, independent specialists and personalized services. The corporation is a substitute PR service for contemporary firms that require great quality PR, at an economical price. The corporation concentrates on expertise of over 1,800 senior autonomous specialists. A local company called Serious PR has been providing the same identical approach for certain years. Regrettably, this ingenious model is rather exclusive. For the most part, the industry remains to perform with a universal provider that provides: up-to-the-hour staffing costs, setting up hours per month with supplementary invoices, worthless management levels, which are individually overloaded with drinking and taking wine or dinner to gain extra clients. In a contemporary generation of frequent social media, with a society less and less capable of actions that can do much of the core business, which only requests intermittent top-level decisive guidance, this age-old model of acting is dated, is no longer satisfactory for the original purpose and is practically not worth the investment. For alike motivations, this model will rapidly come unsuccessful. The PR industry will have to watch at their companions, such as FinTech, Digital Marketing and beyond, to find out how easily they can handle the digital landscape and the different tools and skills within it if they wish to provide a personalized function, accustomed to the late generation of businesses. Otherwise, they will be invariably contested of overvaluation and under-delivery. (Terry, 2022).

*Digital dominant Tool*: There are plentiful computerization mechanisms applicable to streamline PR processes, from social programming software such as Hootsuite, Sprout Social and Buffer, to tools such as Coverage Book to spare time, even for the primary task, consumer announcing. (Ashok et al., 2022).

*Innovation in the service team*. Of course, every firm requires more than just commodities and services to provide to its clients. Businesses require honest people to encourage their profits. The demand of the current workforce and the increasing set of skills required to manufacture superior content and professional proficiency to captivate clients also involve innovation in the PR industry. PR companies have

a lousy notoriety when it comes to people administration. From internships like "enslavement", available only to prosperous students, to the "first-last-out" attitude, exhausted laborers became intellectually fatigued before the age of 30, career advancement in a house not thinking of reaching for them.

Add PR is an industry that will strive to attract the best writers, digital marketers, and data scientists. Equally problematic is the need for traditional PR agencies for everyone, who can do little of one thing and less of another. Even once recruited, a beginner digital specialist does not easily fit into the structures of any project team. To this the fact that PR agencies are either asking candidates for a digital diploma or looking for a lot of skills, from graphic design to advanced PC, all packed into an inexperienced graduate, so they can pay very poorly. Staff recruitment, retention, and development can be said to be an area that could certainly benefit from innovative thinking in the future. (Lin et al., 2022).

*The cutting-edge digital tool:* ASANA is one of the many projects management and teamwork programs that allow for flexibility between teams. ASANA is a web and mobile application designed to help teams organize, track, and manage their work. It was founded in 2008 by Facebook co-founder Dustin Moskovitz and ex-Google-and-Facebook engineer Justin Rosenstein, who both worked on improving the productivity of employees at Facebook. The product launched commercially in April 2012. In December 2018 the company was valued at \$1.5B. At *UtilityBear.com*, a Northern Ireland clothing store, they use ASANA for design projects, for eCommerce, digital marketing and social media, the team being geographically dispersed, so half of the staff work outside of the office base and outside of business hours. (Fernandez-Lores, 2022).

## 6. EVALUATION OF INNOVATION IN SERVICES

Despite the traditional argument that PR is "part-art-part-science", public relations have been predominantly full of quality writers, skilled communicators and people with a healthy and innovative way of thinking. There was and remains a shortage of qualified personnel in the analysis of the databases. And this is a problem because the data analysis has become the basis of the modern evaluation of the PR campaign. In the most advanced thinking agencies, digital is now the cornerstone of performance control. We can try to measure the public sentiment, we can even try to raise awareness, but the modern business wants more. Modern businesses want concrete evidence of value. Beyond traditional PR services such as media, modern agencies are on a steep learning curve for measuring data from blog

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domain ranking, search engine optimization (SEO), technical improvement in areas such as video production, measuring social media activity and finding ways to automate as much as possible to free up time for creativity, content production, and long-term campaign planning. With the help of innovative tools, modern PR can try to bridge the gap between outputs and inputs and show the true basic value for companies (Van Looy, 2022).

*Top Digital Answer:* The Client connects to a Google Analytics account and does great things for a PR report. Once the online media coverage URLs are entered, the tool links the traffic source to the site visitors, producing an instant snapshot of the traffic generated by the PR coverage, as well as any purpose or value of the created transaction. (Comfort et al., 2022).

Regardless of the industry in which a company is located, digital technologies arm us all with a wide variety of product innovations, service delivery, and processes. We know, for example, that innovative companies that use these technologies work better and are ultimately more successful. Moreover, in the future, lack of innovation can lead to the total loss of some business models. (Pauschinger & Klauser, 2022).

## 7. THE INNOVATION IN SOCIAL MEDIA CHANGES PR SHAPE

With over 3.4 billion people active on social media around the world, meaning almost half of the global population, social media has impacted nearly every industry and has had a profound influence on the media and public relations professions. In an **ING Bank** study in 2022 on the criticality of social media, 81 percent of PR professionals and 78 percent of journalists indicated they can no longer do their job without leveraging social networks.

On average, consumers spend nearly 2.5 hours on social sites every day. With such a focus on this technology, it's no surprise that 60 percent of brands expect social budgets to continue to increase year-over-year. These statistics alone show how much of an impact social media has had on the PR industry from a quantitative view. (Mohamad et al., 2022).

Let us see now the day-to-day changes that this technology brings to practitioners.

We think of the keyways that social media is changing PR, as follows:

*Two-Way Conversations:* Less than 10 years ago, the Public Relations Society of America (PRSA) defined the PR profession as “the strategic communication

process that builds mutually beneficial relationships between organizations and their publics.” That definition no longer holds true, as public relations, social media and digital marketing have integrated with the wider communications world. Facebook, Instagram, Twitter, YouTube and other social media channels have transformed the communication between companies and the public. The PR process used to be surprisingly one-dimensional, but the future of PR is now a conglomeration, mainly focused on leveraging new innovations to communicate with the public. In the era of instant Twitter and Instagram feedback, companies now have customer service representatives fielding questions in real time via social media.

As the future of PR continues to transform, the line between marketing, customer service and PR will become more and more blurred. People’s trust in companies has diminished rapidly over the past decade. In the next five years, there will be a public call for companies to become more transparent – which may lead to 24/7 live video recordings of manufacturing facilities, daily updates from the CEO or even virtual tours of different offices around the world – all communicated directly through social media. (Adanlawo & Chaka, 2022).

*Niche-Influencers:* Public relations is no longer simply about traditional media. Social communication makes it possible for the average person to create their own platform and cultivate their audience in a way that has never been possible before. The future of PR leverages the macro-influencers (those with fewer than 100,000 followers) and micro-influencers (those with fewer than 10,000 followers). As the pendulum swings towards the small, we expect these nimble influencers to continue to make a big impact in the PR world. (Lee et al., 2022)

*Faster news cycles:* Social and digital media has shortened the life span of news, pushing often-frenzied journalists to turnaround stories in a short time. This has forced PR professionals to keep up. Roughly 6,000 tweets are shared every second on Twitter. While this makes social media a highly effective tool for communicating breaking news coverage, it also means the lifespan of a story is so much shorter than it used to be. Journalists are constantly searching for “the next big thing” and PR professionals need to keep up with their turnaround time. In today’s turbulent news cycle, journalists and the public turn to Twitter to get the latest news, making the competition to get attention from media even harder. PR professionals will spend less time blanketing news to a wide net of journalists and will instead focus on very targeted media outreach and relationship building. Journalists are often pressed for time in this continuous news cycle, forcing them to prioritize, capture essential stories first and, perhaps, neglect other leads that have some appeal. (Guarneri, 2022).

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*Access to Journalists:* Social media helps public relations professionals get an inside scoop on reporters. By following a journalist on social networking sites, PR specialists can gain insight into a reporter's tone of voice, opinions on relevant topics and recent work. To pursue this goal, PR professionals must use tools like Cision to find journalists that meet their criteria and get instantly connected with their recent web content and profiles. In addition to social media being a great resource for finding reporters, it will continue to morph into a platform to connect and pitch journalists. While some media still prefer to be pitched by email, Twitter and LinkedIn are both emerging as platforms where journalists are open to receiving relevant pitches. (Comfort et al., 2022).

Social media is constantly changing so PR professionals must stay atop its many trends and innovations. Social media shows no signs of slowing down and it's up to PR professionals to adapt their strategies or get left behind.

## 8. INNOVATION IN PR THROUGH DIGITAL TOOLS

*Automating Public Relations.* Automation technology is helping PR firms scale faster and more efficiently than ever before. Some PR services are providing a SaaS (Software as a service) platform to allow brands to manage their own PR with the same network and background as a PR agency. Software as a service is a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted. SaaS applications are also known as Web-based software, on-demand software and hosted software. The term "software as a service" (SaaS) is considered to be part of the nomenclature of cloud computing, along with infrastructure as a service (IaaS), platform as a service (PaaS), desktop as a service (DaaS), managed software as a service (MSaaS), mobile backend as a service (MBaaS), and information technology management as a service (ITMaaS). (Andersson et al., 2022).

SaaS apps are typically accessed by users using a thin client, e.g. via a web browser. SaaS has become a common delivery model for many business applications, including office software, messaging software, payroll processing software, DBMS software, management software, CAD software, development software, gamification, virtualization, accounting, collaboration, customer relationship management (CRM), management information systems (MIS), enterprise resource planning (ERP), invoicing, human resource management (HRM), talent acquisition, learning management systems, content management (CM), geographic information systems (GIS), and service desk management. SaaS has been incorporated into the strategy of nearly all leading enterprise software companies. (Guarneri, 2022).

However, this fact has led to a different set of challenges for brands. Because having the contacts and tools at someone's disposal is only part of the requirements for an effective PR outreach campaign - there is still creativity required. However, this is just the beginning for the PR industry. As technologies like Artificial intelligence (AI) and Machine Learning (ML) continue to evolve, there is even the potential to replace the human-aspect of PR with algorithms and bots designed to mimic human speech, tonality and nuance. Though this is a few years from reality, the question is when it will happen rather than if it will. (Bhattacharyya, 2022).

*Emerging Technology Trends:* New applications, tools and technologies are being created each day. Using this innovation, consumers are finding alternative ways to gather and absorb information. In 2018, video was named the most popular form of multimedia content. In the first few months of 2019, we've seen this shift, as PR professionals are realizing the extent to which virtual reality (VR) can deliver value and creativity for clients. VR provides a level of realness and excitement that a press release or a short video simply failed to do in the past. VR results in a deeper emotional connection with stakeholders that is certain to change the game in digital storytelling. (Wang et al, 2022).

As social sites begin to leverage the limitlessness of VR, there will be no bounds on how professionals will use this tool to support PR and marketing objectives for brands. Idaho Commerce was able to leverage VR at the recent SelectUSA Summit, which draws more than 3,000 companies, including 1,000-plus global investors. Idaho Commerce's goal was to promote its region as an exceptional place for international investment, but foreign stakeholders were not familiar with the state's business climate. Using VR, the experience allowed people visiting Idaho's tradeshow booth to virtually visit the state's landmark sites. This helped potential investors understand what the state had to offer. Idaho became one of the most highlighted booths at the event. (Bodunde & Ohu, 2022).

In public relations a great impact can be obtained if immersing the public in VR (virtual reality) or AR (augmented reality). In a press conference for example a VR/AR game application can highlight the main characteristics of the brand, of a product/service and will facilitate the PR presentation. We have to imagine the conference participants playing an interactive game in VR/AR. The company will create an unforgettable experience and the clients will associate the company with the positive feeling experienced in the conference and will return to interact with the company, to compare, see, buy new products, becoming faithfully. (Liu & Zheng, 2022).

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*The role of IoT and blockchain in public relations.* The function of writing a press release is no longer a priority in PR. As it turns out, writing is one thing, and relevance and attention is another thing. Now, the PR function is beginning to focus more on return on investment (ROI), so we see two major disciplines that are beginning to align: public relations and marketing. In simple terms, it's not just about creating content, but rather about "content marketing" - and today this means a whole world of difference. (Kozinets, 2022).

Then, the most important game-changer in PR, in our opinion, is the Internet of Things (IoT). Even though the internet has always been involved in PR activity, the number of users is constantly increasing, with more technologies designed, making it more convenient for humanity to access anything online. For public relations, this means one thing: the internet is the largest communications medium and will remain that way until the next technological revolution. (Firouzi et al., 2022).

The spread of the internet came with the development of new technologies based on Artificial Intelligence. These technologies are IoT and Blockchain. Having in mind the great impact of social media on developing a successful brand, IoT and blockchain come to potentiate it.

The frank on-line communication with the clients through IoT, can be facilitated with fun solutions, such as gamification. Here comes the blockchain that will allow clients to replace the fidelity points (used to obtain benefits from a certain retailer or a coalition of firms) in tokens. The tokens have a great benefit that can be used for a lot of different companies or to transform them into cryptocurrencies. Cryptocurrencies also can be exchanged in real currency (Choi, 2018; Wang et al., 2018).

Tokenization associated with creative games will increase the online interaction between the company and clients, consolidating the brand. All the loyalty schemes used by a company may be included in a platform for interactive interaction with clients: the gamification, the association with social media accounts, advertisements, competitions campaigns, giveaways, testimonials. (Davidová et al., 2022).

The games designed to attract the clients may highlight the importance of the brand, or the advantages/characteristics of their products, and services. Imagine a VR game for young men with tesla cars in which the client can choose from all the characteristics the ones that he is interested in and drive the car in a VR competition. Thus, the company presents the characteristics of the car and the client gains the points or tokens that can be transformed into a discount or a service for the car that has to be bought. Here's how PR creativity is stimulated by using blockchain. (Ezzi et al., 2022).

Maybe implementing blockchain in marketing seem futuristic or expansive, but even start-ups can use blockchain for tokenization of the interaction with the clients. An example of a platform for rewards facilities for tourists, through tokens or cryptocurrencies is Ethereum or GOZO token. (Xu et al., 2021).

By now some airline companies (Lufthansa, Singapore Airlines, Cathay Pacific) and tourism firms tested blockchain solutions for the improvement of the client fidelity, but the innovators and early adopters in blockchain are financial companies, transforming the benefits in digital wallets.

Using these platforms, blockchain will facilitate safe data fulfilment procedures, recording the interactions with clients, transparent historic transactions and mitigating the back-office administrative and transactional cost (Antoniadis et.al, 2019).

## CONCLUSION

What will the future of public relations look like? What does the future of public relations hold for us? The guiding principle of public relations refers to the use of news and content to present a message about anything - a product, a business, an organization, an effort - using any effective means of reaching the audience. Over the years, public relations (PR) have taken many forms, depending on the most effective means of communication at one time.

Public relations do not deal with advertising. Public relations tell stories. PR is an image-maker. But, with the technological advances that transform almost every aspect of communication and interaction, without leaving anything intact, we could ask ourselves: "PR is still, essentially, a story modelling tool, not advertising, but also an image modelling tool that we have always known? " It is clear that public relations are still a continuous influence that has stood the test of time.

From our point of view, the law of supply and demand has given the PR a new impetus, the companies having increasing ambitions in impressing and attracting their customers, with a more precise focus on building and gaining an audience.

There is always a new battle, a new publisher, a new editorial calendar, a new PR store, etc., which makes PR a very interesting and opportunistic landscape for brand building. To keep up to date, it is essential for PR and communication people to constantly read articles and news from the target market, to attract the attention of new publishers, writers, publishing columns, etc., and then to take the right step to align with the requirements and impress the public. Whenever PR people meet a new writer or publisher, it is good to send them an introductory email, even if they



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have not yet prepared a news item that will immediately meet the needs of the target audience.

Given the current trends, we think it is safe to predict that the PR will remain along the lines, consistent in the years to come. Inevitably, a stronger focus will be placed on online content and less on print.

As for the future of public relations, in our opinion, we are looking at a growing number of people who are turning to online media as a source of real-time stories and responses. There is and will be a considerable shift from public relations based on journalists/writers, to a customer-focused approach.

In recent years, public relations have focused on a more customer-oriented structure, with consumers playing a much more important role in the way agencies provide their information to the press. We think it is an important factor to consider, and the PR strategies of companies should be slightly modified nowadays to reach the target customers of the content companies that will ultimately create a rapid and beneficial change for the customer, either through the purchase of products or services or through impressions, etc. It is important now that business people in PR focus more not only on what the writer/journalist wants to write but also on what the consumer hopes to read.

Public relations refer to stories and, as people and activities evolve, so will the stories. Today, people spend more time browsing online than reading a book, and when reading online, only 28% of words are likely to be retained. To optimize attention, the more condensed the content, the better.

For public relations, the direction is now focused on visual content - infographics, GIF content, and short videos that can be shared. From our perspective, the audience of the future will ask for short, condensed, attractive and visible content from the PR people of a company. As a PR agency, careful planning and brainstorming of visual content are essential. PR people need to be careful about keeping what's current and potentially viral to attract audiences. Given these realities, they also add that the statistics show us that the largest population of Internet users is made up of people between the ages of 18 and 49, most of whom are millennials.

So, we're talking about a growing population worldwide of tired people that are using the old tactics of public relations. Do you think they read long articles? Do you think they're still looking at ads? What kinds of influences do you think will make their purchasing decisions now? In order to answer these questions, the future PR people will pay more attention in the future to the analysis processes. Any organization that does not take into account the power of the analytical

capability will be clearly disadvantaged compared to the rest. However, the good news is that we can now identify several reliable analytical tools for market testers. Compared to printed materials, it is easier to measure the return on investment for any PR article published online, with more sophisticated tracking tools at hand.

Public relations are and will remain in storytelling and image building, which will remain constant. In the coming years, within the PR vocabulary, we will probably hear terms such as "data techniques", "data analysis" and "geo-location" added to existing terms in PR. Companies need to be armed with statistical data as a basis for reliable and influential stories, to rise above the competition.

But all these innovative practices are far from being widespread. Of course, the PR industry is learning and innovating, but not as fast as the business community it serves and needs.

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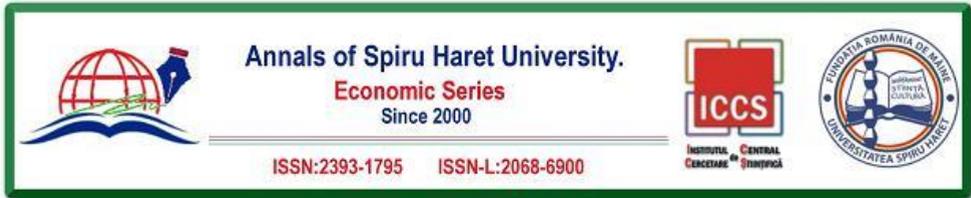
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