

ATTN: AFPPD (Asian Forum of Parliamentarians on Population and Development)

Public Relations
Seminar Outline Report

Information dissemination and PR under COVID-19

September 2021

Dentsu PR Consulting

This report is a summary of a workshop (described below) conducted for personnel engaged in PR and digital PR strategy as a means of raising awareness of use of social media in PR, as well as how to shore up PR strategies, which are key issues the Tokyo office of the Asian Forum of Parliamentarians on Population and Development (AFPPD) is currently treating as of key importance.

One factor behind this was the spread of COVID-19, limiting people's ability to engage face-to-face like before, with a greater shift to online interaction.

Given this context, it is of urgent importance to engage in social media efforts to bring AFPPD's initiatives to a wider audience, particularly among young people.

Summary

Date: July 21, 1:00 PM-3:00 PM

Participants: APDA/AFPPD

Agenda

1:00 PM-2:00 PM

- Lecturer introduction
- Creating relationships with the rest of the world
(Public Relations)
- Information dissemination explained
- Trends in social media
- Digital strategy
- How to optimize our sites

(While comparing with other international organizations' sites)

2:00 PM-3:00 PM

- Q&A

Lecturer: Dentsu Public Relations

Information Dissemination Design Bureau: Ryosuke Hashimoto

Sales Promotion Bureau: Mina Sakai

- ① **Beneficial relationships with the world explained (Public Relations)**

Public relations refers to the process of strategic communication that builds mutually beneficial relationships between an organization and the public (stakeholders) around it. This calls for creating good relationships with the world at large, and focusing not solely on methodologies, but rather strategy and fostering empathy.

Public Relations

Enabling enterprise, government, and organizations

to engage with the **public**

to develop positive **solutions**
(relationships)

Fostering mutual communication towards

Beneficial relationships with the rest of the world

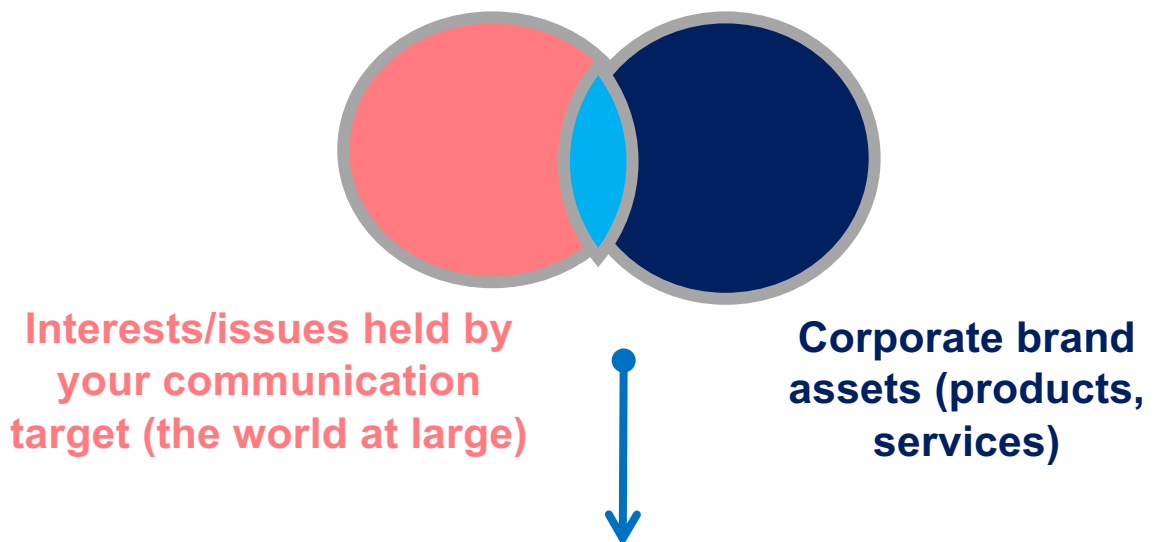
**Focus not on a single method,
but on strategy and fostering empathy**

When formulating a PR strategy, one must first determine the core essentials of that strategy. This makes it critical to be aware of global issues of interest/concern.

Creating the "Core Idea" at Dentsu PR

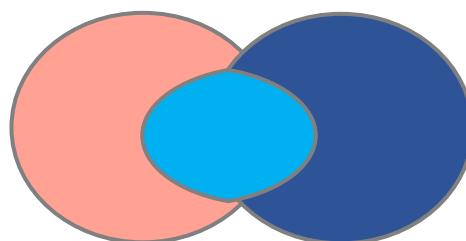
A unique method developed by Dentsu PR
The Eclipse Model

This is a proprietary method we developed to create a PR Core Idea by leveraging enterprise/organizational brand assets to bear on global issues of interest/concern.



Increasing interest and resolving issues

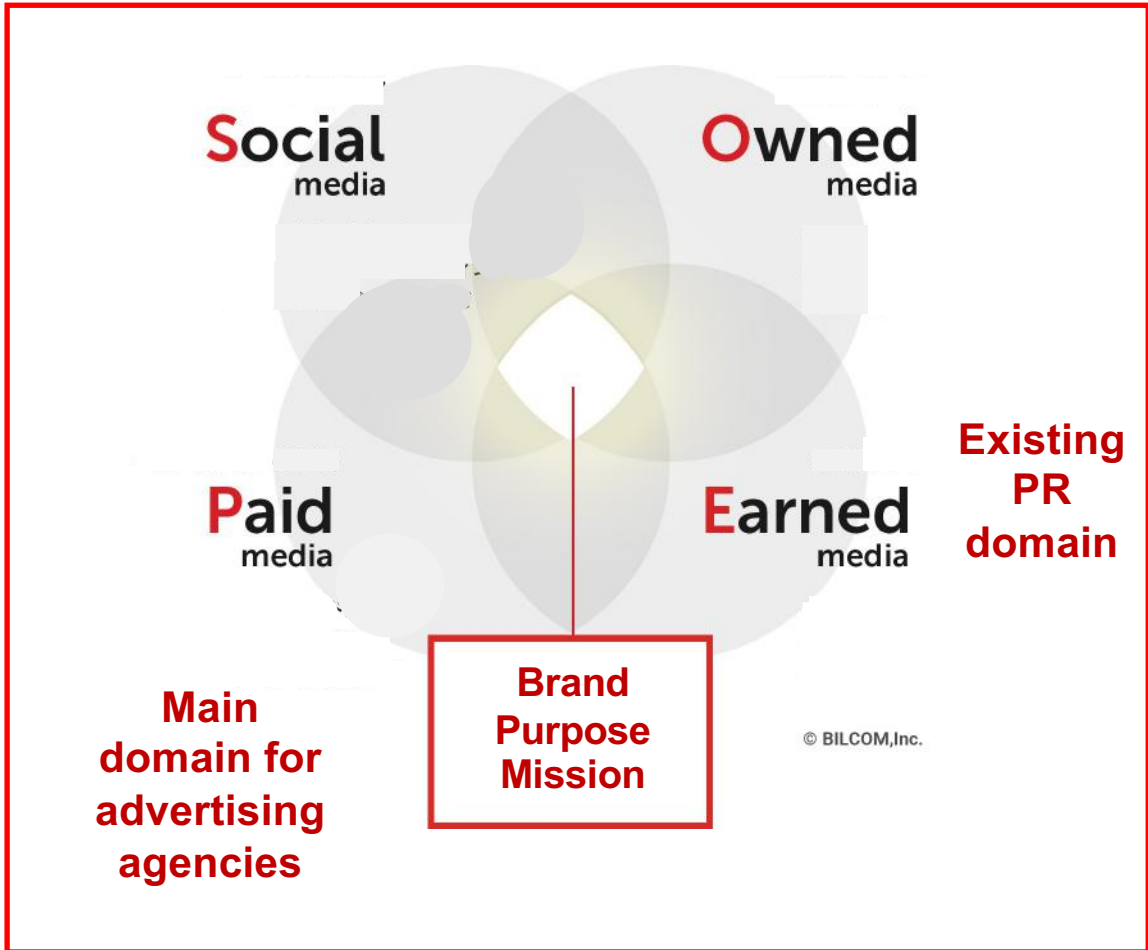
People first have a favorable reaction to your content once they have developed a good relationship with you!



Publicity:

What sort of content is featured in the news and press?

The structure of news has grown more complex with the emergence of social media. This makes it critical to select the right target.



We also discussed the PR IMPAKT® technique advocated by the Dentsu Group. This program is designed to maximize the effectiveness of integrated marketing communications (IMC) strategy from a PR perspective.

The ultimate goal of this program is to turn all campaigns into newsworthy ones. Traditionally, promotional campaigns have focused on strategy emphasizing to what extent the campaign conveys a message. While items used to be sold on the back of mass advertising, consumer lifestyles today are more diverse, and there is an oversupply of goods and services.

Consumers now place more emphasis on word of mouth information when making purchasing decisions. In other words, we are seeing a behavior where they tend to prefer products recommended by people with attributes or thinking similar to theirs.

Therefore, in the field of marketing communications, the importance of how to get different consumers talking about these products and services is more important than ever.

In other words, it is key to develop a context encouraging purchases of goods and services by creating news that is noteworthy in society.

A PR-informed perspective is highly effective when deploying these strategies to get people talking.

This is because thinking about how to get a subject covered by the media is chiefly a PR perspective, and this perspective also works effectively with consumer-driven content like CGM.

Going forward, campaigns must not only employ strategy to promote products to the consumer, but incorporate techniques to get the consumer themselves talking about it.

PR IMPAKT®



<https://www.dentsu-pr.co.jp/pr/pr-impakt.html>

② Information dissemination explained

The structure of information dissemination today

Here we explained how to maximize information dissemination by linking various kinds of media.

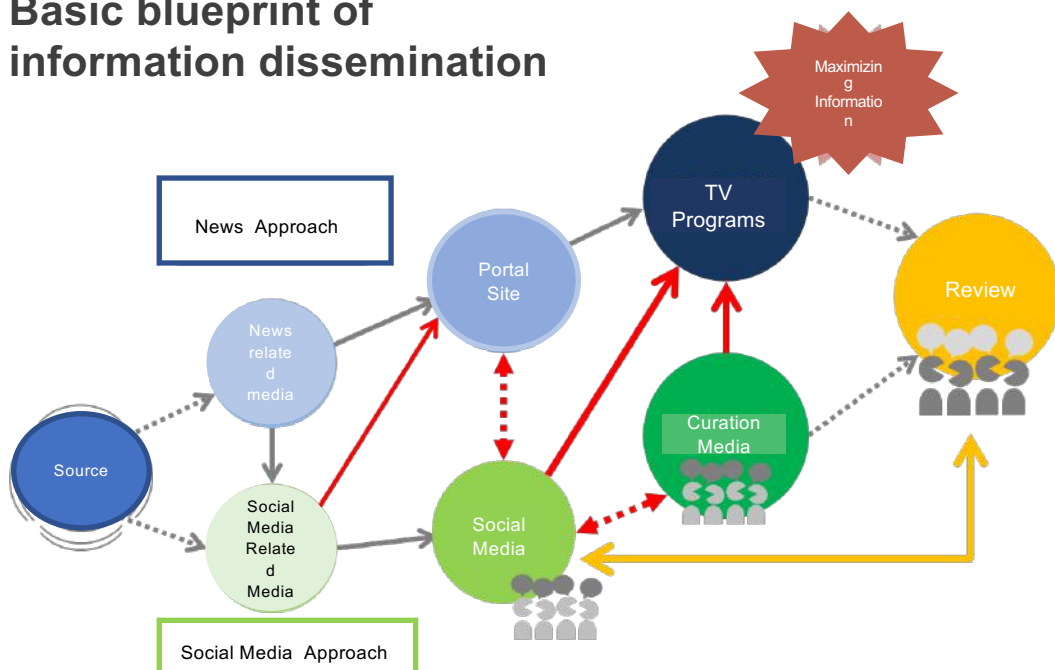
We explored how information is disseminated in society, both through traditional media and the recent developments in social media, and considered a variety of case studies describing how information is broadcast.

We found a trend suggesting that the types of media and their touch points are becoming more diverse and growing in volume, with consumers becoming more attuned to the "Who are you" of who broadcasted a particular piece of information, which causes ① above (encouraging consumers to talk about a subject) to fail if the speaker is not seen as appropriate or matching the content. This trend is likely to continue going forward.

The key is how to integrate a range of media
to maximize the impact of information

Maximizing Information

Basic blueprint of information dissemination



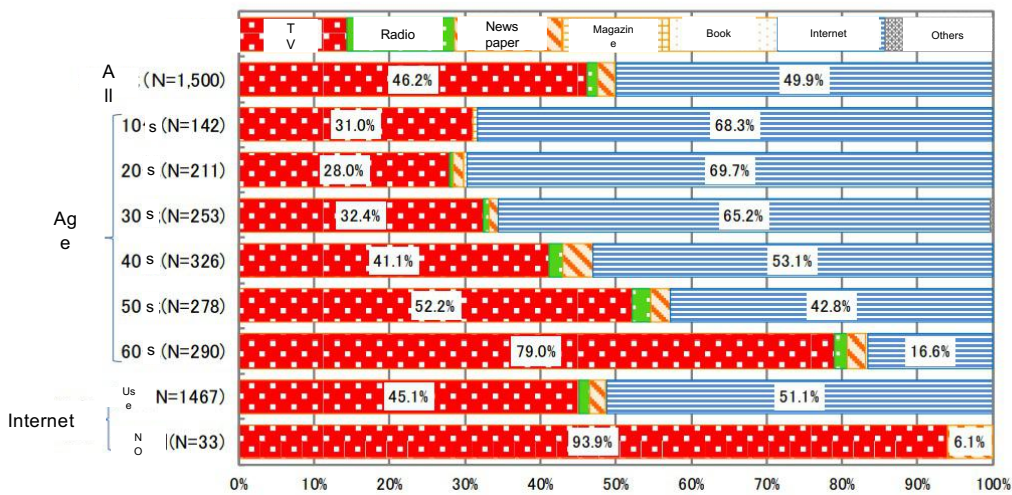
Source:
Dentsu PR Information Dissemination Survey (2009–2015)

③ Trends in social media

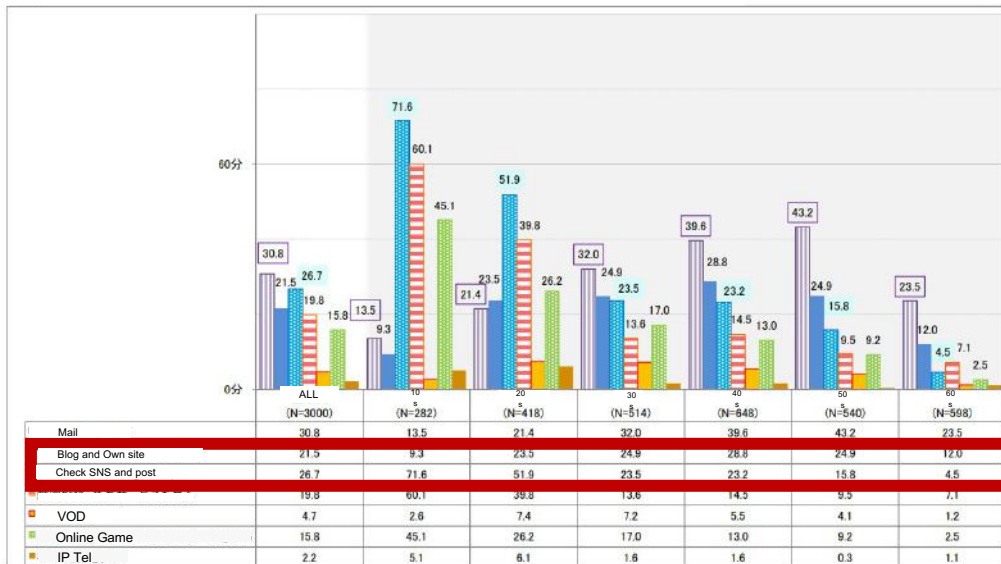
Here we explained how data reveals that access to content is shifting from mass media to the Internet. We compared different platforms in the context of which media is best to use.

According to whitepapers and other data, such as by the Ministry of Internal Affairs and Communications, young people tend to obtain information more from the Internet than from mass media.

Figure 6-1-2-1:
(2019) Know everything that is going on in the world immediately (widely used media)
(all age groups; grouped by age; grouped by internet users/non internet users)



Reference: (2018) [weekday/weekend] internet usage item, time spent on other (all ages, grouped by age)



https://www.soumu.go.jp/main_content/000708016.pdf

Moreover, surveys suggest that the main site for competition around the news cycle is shifting from television to social media.

Online, people are shifting from "Googling" information to tagging information, which helps its propagation.

Graph 5-2-1: [2019] usage of text-based news services (all ages, grouped by age, grouped by gender)

	Newspaper	Web news site (Paid)	Web news site (free)	Portal Site	Via SNS	Curation site	None
All(N=1500)	49.2%	2.7%	12.1%	67.1%	44.1%	16.9%	6.0%
10's(N=142)	23.2%	0.7%	12.0%	47.2%	62.0%	12.7%	14.1%
20's(N=211)	21.3%	2.8%	11.8%	71.1%	56.9%	16.6%	9.0%
30's(N=253)	30.8%	1.6%	11.5%	75.1%	51.4%	19.8%	6.3%
40's(N=326)	50.0%	3.1%	13.2%	79.1%	44.2%	16.6%	4.3%
50's(N=278)	67.3%	3.6%	13.7%	74.1%	40.3%	16.9%	1.4%
60's(N=290)	80.0%	3.1%	10.3%	46.9%	23.1%	16.9%	5.9%
Male(N=758)	50.4%	2.9%	13.5%	69.4%	34.7%	17.9%	6.5%
Female(N=742)	48.0%	2.4%	10.8%	64.8%	53.6%	15.8%	5.5%

https://www.soumu.go.jp/main_content/000708016.pdf

④ Effectively launching digital strategies

We debated some precautions to formulating a digital strategy in the context of some case studies around social networks.

We also compared attributes pertaining to the use of media by Gen Z.

One trend is that users tend to dislike sharing posts within a specific network, such as on Facebook. Instead, they prefer to communicate with specific people. More recently, the spread of COVID-19 has fragmented them away from even that, with social media becoming increasingly a place just to gather information. This makes it important to properly assess which media is most effective in disseminating information to that generation.

Gen Z media interaction case 1



News (web articles) and trends



News (TV channels)



Communication with friends



Hobbies



TV shows/movies



Do not follow news businesspeople tend to like

Gen Z media interaction case 2



Check the latest updates on Stories



Look for memes



Check trends



Search for places to hang out or shops with a cool atmosphere

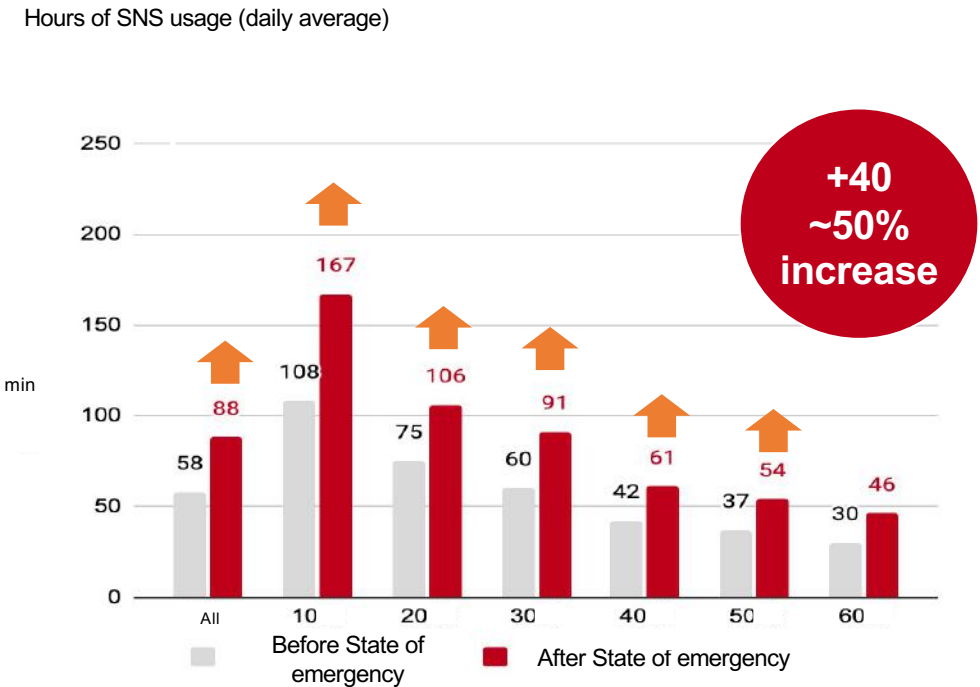
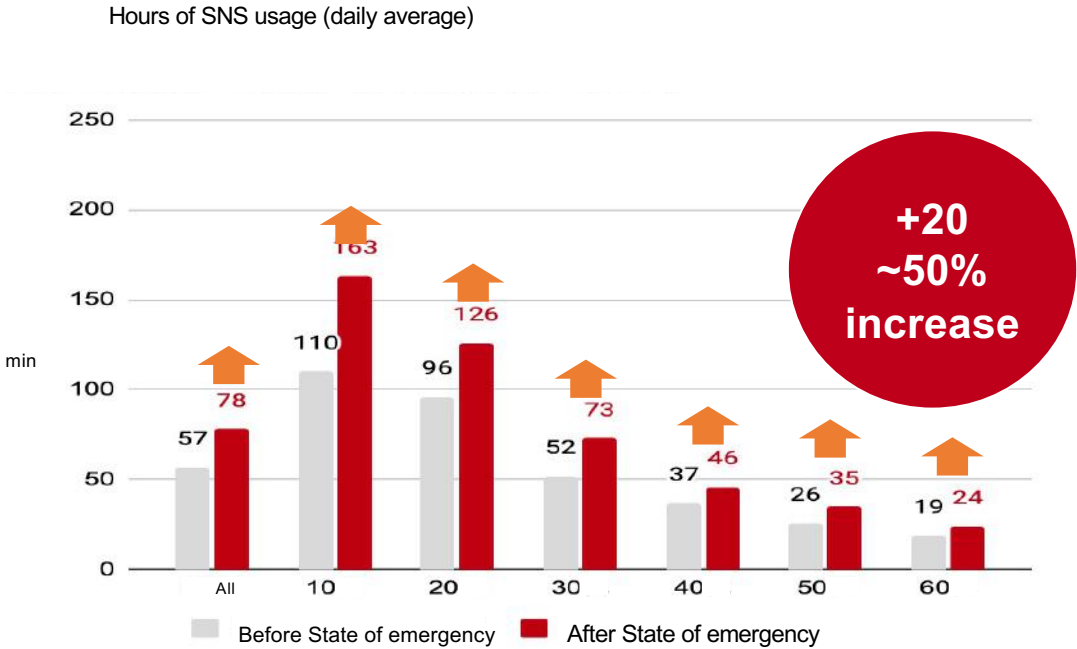


Watch the latest videos from YouTubers

Do not engage on the LINE app or post to Instagram feeds

Cf. Use of social networks and YouTube across generations

The spread of COVID-19 has led to an increase in use of YouTube and social networks by young people

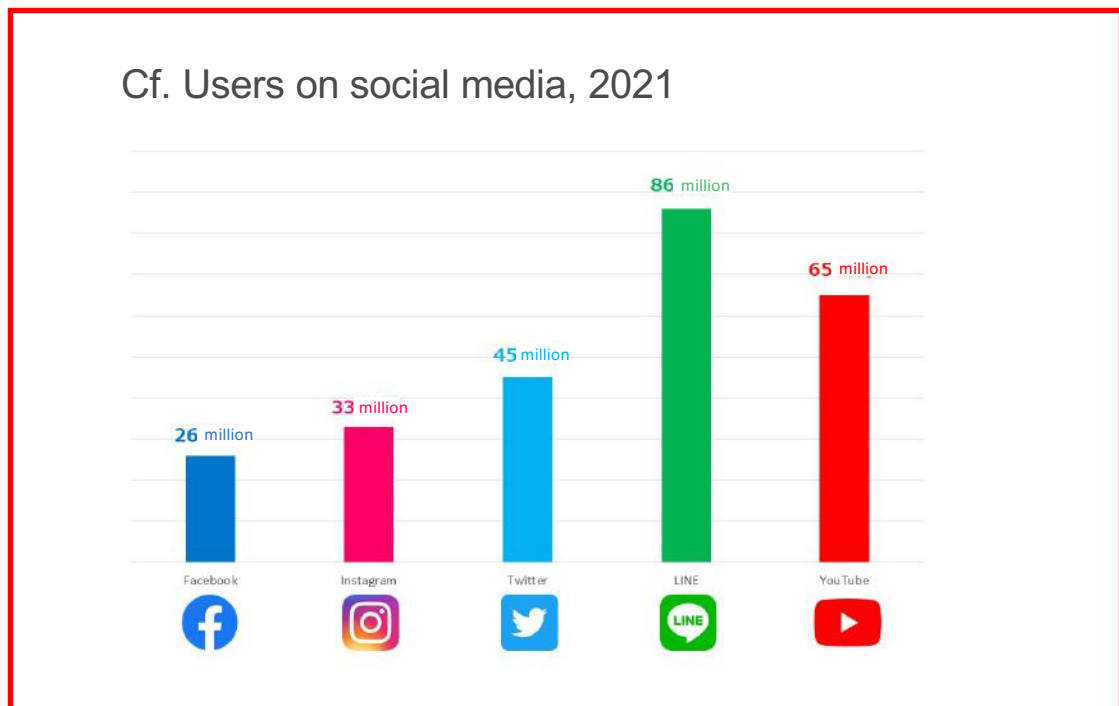


Source: SKY PerfectTV!, "Survey on entertainment awareness under COVID-19" (2020/06/22)
<https://www.itmedia.co.jp/business/articles/2006/22/news113.html>

The mass market has contracted in recent years, with the market now consisting of multiple "small masses" of a certain size.

In terms of marketing, too, the key is not just using a uniform marketing approach, but segmenting (a "smallified" approach) content on a per demographic basis, such as by needs and concerns, in order to more accurately pitch information and products to the consumer in question.

Social media contains countless pockets or "small masses." Another key, therefore, is targeting these communities.



Ultimately, the most important point to consider is the question of:

Who are you ?

In the coming era, where people are more concerned about who broadcast information, and for what purpose, the approval of influencers, who act as spokespeople for consumers, increases credibility considerably and is the key to moving consumers. If businesses do not accommodate social-centric information touch points, they may all but fail to broadcast information to consumers. This is an important point in terms of considering public relations strategies.

⑤ Forum web sites

We compared the Japanese and English sites, and discussed what kind of site structure should be used to engage young people.



- Need some measure to address the overwhelming lack of followers
- An eye-catching, recognizable format is important.
- Few young people use Facebook, so must use social media with better reach to young people
- One point to consider is use of Twitter.



- Many of the social media pages of other international organizations are designed to be recognizable immediately, with many colors being used.
- There is ample room here to use these as a guide to creating new content.

- To engage young demographics, we should use Twitter to notify them after a post is made on the web site. It would probably be best to incorporate a method like Twitter, which aids use of photographs or short snippets of text.

- We believe this is essential not just for engaging young people, but for getting a wider range of people to understand the activities of the forum.

- It is also important to analyze social media in order to develop a strategy. We recommend use of Google Analytics and other tools to readily understand trends on the sites.

Cf. Key terms to know

- **Impressions:** total number of times content was shown to users
- **Reach:** number of user accounts browsing content
- **Engagement:** number of reactions by users, such as Likes

- **Profile views:** number of times a profile was browser by a user
- **Followers:** sex, age, location, and access time of users browsing a post

- **Saves:** number of users saving a post, number of clicks on a web site, number of accesses to a web site on a profile page

- **E-mail address clicks:** the number of times the "Send mail" button was clicked on the profile page

- **Analytics:** analyzing social network site data (most people use Google and Twitter for analytics)

⑥ Q&A

Based on the above, we solicited questions from participants and conducted a debate and discussion.

Our unique role in Japan/the role of AFPPD

- In terms of the AFPPD, Japan is in a prime position as the secretariat, so effective use should be made of this position.
- The number of parliamentarians taking an interest in messages broadcast in English is increasing. (And the number of people who want to speak English is also on the rise)
- AFPPD's role as a central site of dissemination in Asia.
- In addition, Japan has a unique role to play. While neighboring countries tend to be greatly influenced by the administration's stance on certain issues, Japan has a unique vantage point to offer with respect to population issues and other problems.
- Web sites must be shored up with content in order to engage the young generation, which is highly sensitive to information. It would not be unusual to see a movement emerge out of young people around the population issue, similar to the way climate change has become a movement.
- It is little-known that Japanese parliamentarians are engaging with population issues around a democratic framework and promoting this to the world, in the context of Japan creating opportunities to advocate sustainable development and present methods of coping with the population crisis that are not imposed on people top-down.
- Japan has a range of proven experience in this area, so people around the world will take an interest.

It is a fact that the population problem is something Japan is uniquely poised to support, and in which we would be influential.

How to build up content on the web site and foster interest in young people in population issues?

- The key is considering how to formulate a strategy to build up content on the web site and foster interest in young people in population issues.
- This calls for not using old media, but using social media and other formats young people can relate to, and analyzing the situation from moment to moment as it develops.
- We are in the midst of marketing 3.0. It was once enough to mass produce quality products and simply explain them to consumers, and they would sell well. 3.0 is here now, so it's not enough to just put a good product on the market.

So the question of how to sell effectively comes down to having the consumer empathize with the company's mission, vision, and values before making the sale.

That is why global firms do not go for the hard sale much anymore, and tend not to run commercials for products.

- Unlike climate change issues, population issues also represent a sexual issue for young people. This makes the topic difficult to objectively analyze.
- Unlike climate change, it's not simply enough to convey a powerful message about wanting to change things.
- The key is properly conveying to the world that commitment to cherishing life.
- Given the need to communicate the importance of creating a democratic society that allows for raising children in good health, it is key to have more people understand and become aware of this issue.

Participants' List

AFPPD	Prof. Kiyoko Ikegami, Interim Executive Director
	Ms. Yoko Kagawa, M&E Consultant
	Ms. Yoko Oshima, Assistant to Interim Executive Director
	Ms. Eri Osada, Staff
APDA	Dr. Osamu Kusumoto, Secretary-General / Executive Director
	Ms. Hitomi Tsunekawa, Chief Manager, International Affairs
	Dr. Farrukh Usumonov, Assistant Manager of International Affairs/Senior Researcher