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**SYMBIOSIS CENTRE FOR MEDIA &
COMMUNICATION (SCMC), PUNE**

CREATICON

NEWSLETTER



**THE DOUBLE - EDGED SWORD
OF PUBLIC RELATIONS**



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January, 2025

Public Relations is a captivating blend of artistry and strategy. As PR students, we're essentially magicians—except our wands are words, and our spells shape public perception. We craft narratives, influence opinions, and adapt to the ever-changing societal landscape.

This year, our PR magazine evolves beyond PR Wire and steps into a bigger spotlight as part of CREATICON, where ideas, creativity, and strategy collide. Think of this issue as your ultimate survival guide to the PR jungle. We'll explore the magic behind building unforgettable brands—and the pitfalls that can turn a PR triumph into a catastrophe overnight.

From navigating the delicate dance with the media (equal parts tango and tug-of-war) to decoding crisis management in the digital age, we've got you covered. Industry experts will be spilling insights on reviving brands on life support and tackling PR nightmares before they spiral out of control.

So, whether you're here to master the art of influence or just survive the chaos, this issue is your cheat sheet to the wild world of PR.

Welcome to the new era—welcome to CREATICON!

Happy reading!

Sania Singh

Editor-in-chief

CREATICON

NEWSLETTER

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Rudolph D'silva
Design



Rudolph D'silva, an aspiring PR Student, is always eager to learn new skills and knowledge related to Public relations and marketing. Driven by creativity and always promising to learn and grow.

Riddhi Ranjan
Design



Riddhi Ranjan, passionate about graphic design and PR, combines visual storytelling with strategic communication to craft impactful narratives that inspire and engage audiences in all she does.

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Research



Apeksha Kishnani
Research



Siddharth Tamrakar
Research



Sadhika Kumar
Research



Milan Nair
Research



Vanshika Singh
Research



Kartik Agrahari
Research



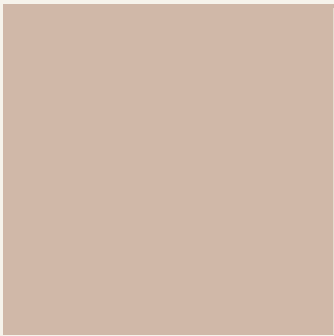
Rapurna Bhattacharya
Research



Aviral Garg
Research



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By: Dishita Hassanandani, an extrovert, who loves interacting with people and has keen interest in Public Relations

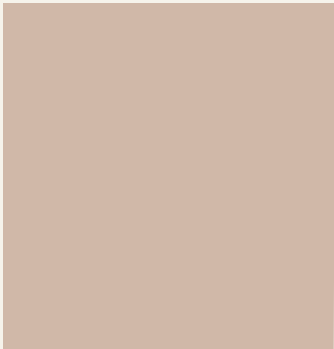
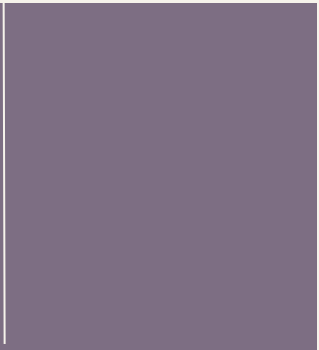
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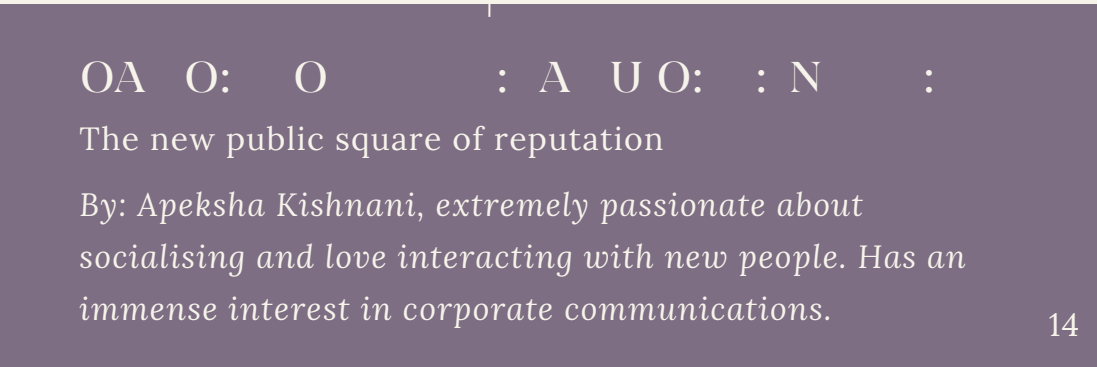


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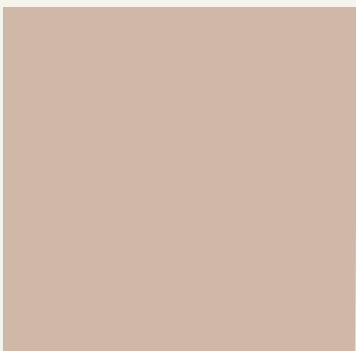
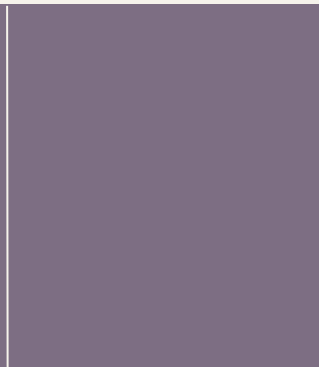


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Why is PR a Double-edged sword?

Dishita Hassanandani

Public relations is like walking a tightrope in stilettos—thrilling when you nail it, disastrous when you don't. It's the art of storytelling with the world as your audience, where the applause can turn into boos in an instant. Just ask Ogilvy India, whose 2014 campaign for a mattress company, Kurl On featuring Malala Yousafzai—a Nobel Peace Prize winner—had people scratching their heads, questioning how an icon of activism ended up endorsing sleep. Or consider Meta's ongoing dance with public perception, where every headline about security breaches chips away at its trust with users worldwide.



Source: AI generated

Let us look at Byju, the Indian edtech giant that currently dominates the Indian market, as shown in Exhibit A. Being one of the leaders of edtech start-ups in the past year, Byju faced a major controversy last year, which pointed to the lack of corporate governance. Accusations of high-pressure selling tactics, obscure financial management strategies, and rampant employee dismissals were some of the pressing issues.

It ran a PR campaign to present a new company image, aiming to contribute to society by helping students throughout the country. However, the campaign met an upset society where former employees protested on social media regarding their mistreatment—the move to cover the challenges only added to the company's criticism.

Byju's became a symbol of PR gone wrong: when does storytelling meet real life? It becomes a crisis of credibility.

However, Byju's was not the only one treading the PR tightrope this year. The following year, #ZomatoGold was launched; users accused Zomato of failing to deliver on the lush promises that accompanied the top-tier service after being hit with hidden clauses. Formerly, Zomato faced backlash through social media meltdowns and memes that changed the company's communication strategy. This was an attempt to reverse the trend; shortly after, it became a lesson in total failure on the consequences of glib and often unachievable promises.

However, there is no doubt that PR can achieve a successful turnaround. A similar example can be viewed in Bira 91's 'Imagined in India' campaign". First, the beer brand used cultural lyrics by inviting local artists to design the beer's limited edition and using music festivals with which the youths of India identify. The message of this campaign was simple, accurate, and culturally inclusive while embracing creative thinking and was loudly cheered on the Web and in the real world.



Source: Tice News

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The lesson? When PR is on the same side of the spectrum with intent, the gains are off the roof. That is why even Meta, earlier known as Facebook, stepped on the minefield of PR disasters during those riots. Around the world, technology companies have seen headlines of security compromises and false information. Of course, Meta had a different approach in India, stressing making small businesses achieve their goals through Instagram marketing. This shift in strategy proved the effectiveness of achieving market-specific PR and provided Meta with some of the lost reputations despite overall declines.



source: Boom Live

The inherent risk of PR ties these examples together. It reveals that the field is just as likely to bring honour as it is likely to bring shame. Consumers are more easily fooled and can quickly call out something fake to the world if it is what it is. The situation can become very explosive after one mistake; however, a timely, engaging and well-thought-out campaign can work wonders for the company's image. This makes the PR practitioner's job a balancing act between creativity and responsibility – where every campaign is a shot at a roulette. However, for Byju, the gamble was an expensive mistake, for Bira 91, it paid off. No decision has been made regarding brands like Meta or Zomato, yet.



source: Shutterstock

However, it is evident that PR is not a mere art of communicating narratives; It now mainly entails telling, but it does entail truth.

These moments remind us that in PR, you're only as good as your last move. It's a world where creativity meets scrutiny, where every campaign has the power to inspire or enrage. This magazine takes you behind the curtain to see the razor-sharp duality of PR—an industry that can turn a masterpiece or start a meltdown, all in the same breath.

CryptoQuote

A cryptoquote is a code where each letter substitutes for another throughout. Today's puzzle features PR pioneer Bernays' 1928 wisdom on education and propaganda.

HINT: The most common letter in English is 'E' – try finding that first!

"Kfd tpbz elmmdqdpwd
rdkjddp 'yqtyiripli' ipl
'dlawiketp,' qdibbz, ec ep kfd
ytepk tm sedj. Kfd ilstwiwz tm
jfik jd rdbesed ep ec dlawikept.
Kfd ilstwiwz tm jfik jd ltp'k
rdbesed ep ec yqtyiripli."

Social Change and Advocacy Through PR

Vanshika Singh and Milan Nair

When "public relations" comes to mind, one's initial thoughts are of large business campaigns, product debuts, or prominent personalities pushing a certain brand. However, public relations is much more than that: it is a vehicle for inspiring change, connecting communities, and amplifying those voices that ought to be heard. At its foundation, public relations is all about narrative, opinion influencing, and encouraging action—making it a true game changer when it comes to important social issues.

In today's environment, when information flows as naturally as a chat over coffee, public relations may illuminate urgent topics and magnify perspectives that are frequently ignored. Whether about climate change, gender equality, or public health issues, public relations initiates the proper discussions to drive genuine and long-term change.

PR efforts not only reach people, but also move them by generating smart tales and using media, influencers, and innovative techniques. Social movements such as #MeToo and Black Lives Matter demonstrate how public relations concepts can elevate a grassroots notion into a worldwide call to action, inspiring millions.

Stories That Spark Change

1. Dove's "Real Beauty" Campaign (2004)

In 2004, Dove's "Real Beauty" campaign revolutionised advertising and social campaigning. Dove's beauty campaign aims to redefine beauty standards, emphasising self-esteem and inclusion, rather than selling an unrealistic ideal.

During that time, research showed that just 2% of women thought they were gorgeous. Traditional advertising's promotion of restricted and unattainable beauty ideals has been shown to have negative consequences.

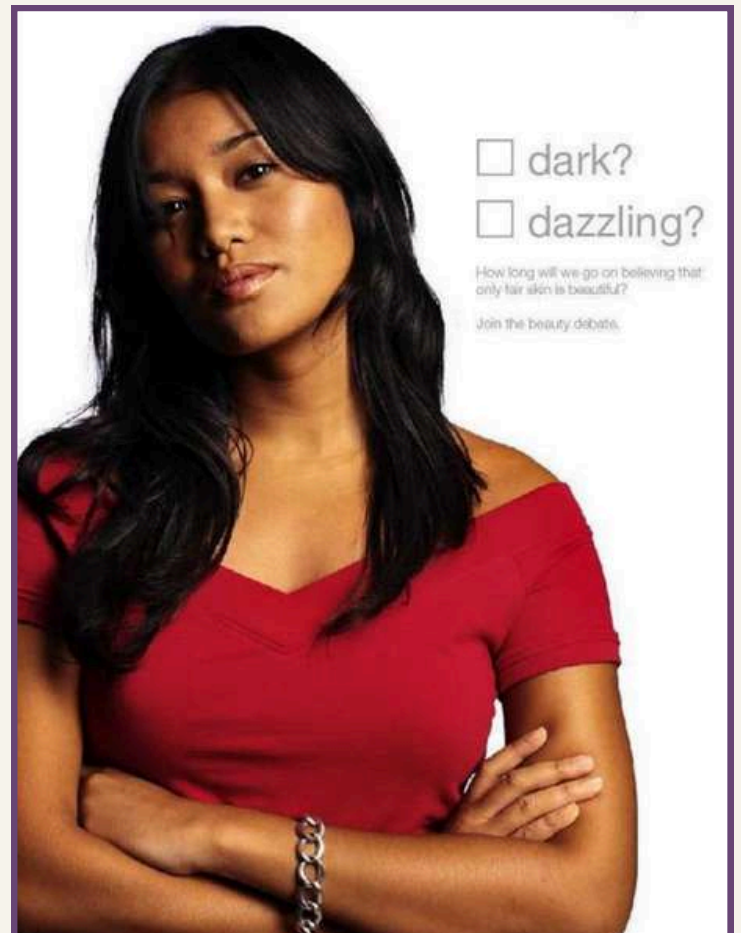
Dove challenged prejudices by portraying actual women, not models, with varied body shapes, skin tones, ages, and physical traits. Their visual storytelling emphasised authenticity and relatability, portraying beauty as unique and distinctive, rather than uniform and unachievable.

Campaign videos such as:

"Evolution" shows how models are manipulated in advertising,

including cosmetics and digital editing, and how media may alter beauty standards.

"Real Beauty Sketches" used a sociological experiment to illustrate the gap in how women's self-acceptance is conveyed by understanding one's own perception and how others see them.

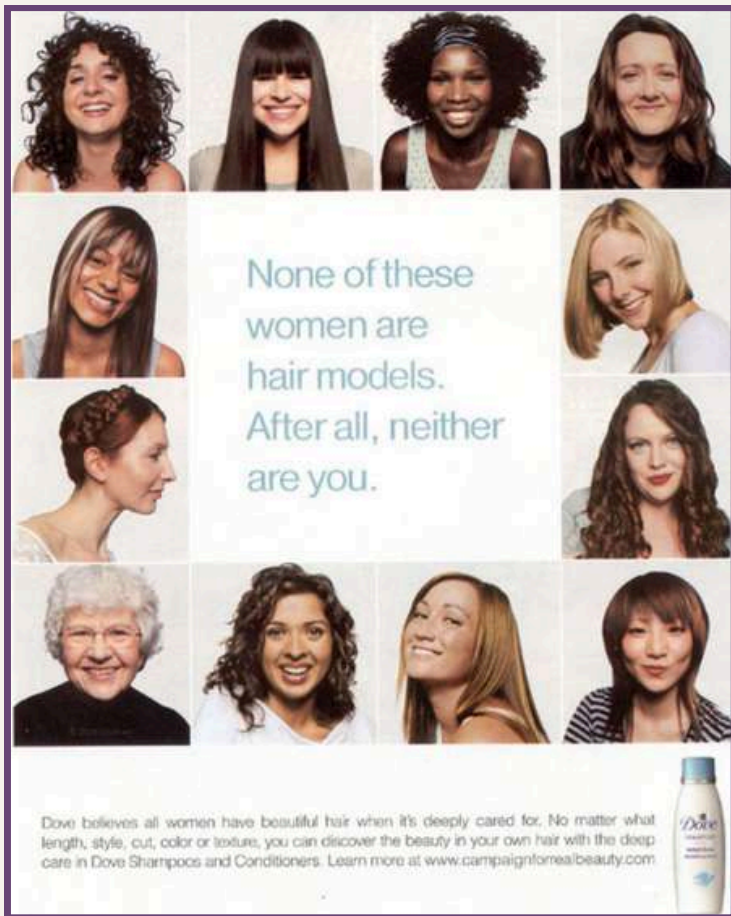


Source: IB Language and Literature 2.0

In addition to questioning the status quo, these artistic pursuits struck a chord with viewers everywhere, sparking viral conversations and building strong emotional bonds.

Through the incorporation of social advocacy, Dove's campaign went beyond conventional advertising. Dove started projects including seminars and educational programs to help young girls develop self-esteem by working with schools, psychologists, and educators. This genuine dedication to advancing society was shown by the way that brand messaging was in line with significant action. Millions of young people throughout the world benefited from the brand's efforts to address issues like body confidence and mental health through the Dove Self-Esteem Project.

The distinction between public service and brand promotion was muddled by this calculated fusion of marketing and social duty. Dove's "Real Beauty" campaign demonstrated that companies are capable of more than just making sales; they can also foster community, inspire trust, and drive societal change. It provided a model for firms looking to strike a balance between profit and positive social impact and demonstrated the effectiveness of matching marketing with purpose.



Source: IB Language and Literature 2.0

In the end, Dove changed the idea of beauty from one that was exclusive to one that was celebrated by all, creating a lasting impression on society and advertising.



Source: The Guardian

2. Nike's "Dream Crazy" Campaign (2018)

Nike's "Dream Crazy" Campaign in 2018 epitomized the intersection of bold marketing, societal engagement and effective public relations (PR). By spotlighting Colin Kaepernick, the NFL player who became a polarizing figure for his protests against racial inequality, Nike transformed a brand campaign into a cultural phenomenon.



Source: Wieden + Kennedy

January, 2025

Nike adopted a multi-channel strategy to maximise visibility and engagement for the "Dream Crazy" campaign. A compelling video narrated by Colin Kaepernick aired during major sporting events, delivering a powerful message of inclusivity and determination. Striking billboards in key urban areas further reinforced the campaign's themes, sparking conversations and drawing attention. On social media platforms like Instagram, Twitter, and YouTube, Nike amplified its reach through high-quality video content designed for virality, active participation in trending social justice conversation



Source: Forbes

and the strategic use of hashtags to encourage audience involvement. This cohesive approach ensured the campaign resonated across diverse channels, leaving a lasting impact. At its core, the campaign reframed Nike's iconic "Just Do It" ethos to embrace broader social justice narratives with the slogan "Believe in something, even if it means sacrificing everything," symbolizing courage, resilience, and authenticity. It celebrated athletes like Kaepernick who risked their careers to advocate for change, while also highlighting stories of people overcoming discrimination and adversity, aligning Nike's identity with values of perseverance and social progress.

By implementing a multi-channel strategy, Nike secured visibility and engagement across TV, billboards, and social media platforms with high-quality viral content, hashtag campaigns, and participation in popular conversations about social justice.

PR played a pivotal role in elevating the campaign into a cultural moment, effectively managing controversy through proactive crisis communication, framing the narrative around freedom of expression and leveraging endorsements from influential athletes like Serena Williams and LeBron James. By ensuring widespread media coverage and constructing a narrative of perseverance and inclusivity, Nike's PR efforts turned criticism into visibility and resonated deeply with socially conscious audiences, solidifying the brand's commitment to societal values.

Why It Matters

PR is about motivating people, not just about selling products. It all comes down to sharing meaningful stories that inspire change and engage people on a deeper level. PR has the ability to change our perspective, elevate voices that should be heard, and unite people via audacious ideas and sincere communication. Nike's "Dream Crazy" campaign serves as an example of how PR can transcend business by igniting meaningful debates and spawning movements that have a lasting impact. Effective PR can transform the world into a place where every narrative matters and every voice counts.

Tagline Trivia

Identify the brand from the tagline & test your knowledge

"Let's go places."

Answer: Toyota

Greenwashing Dilemma: Ethics or Easy PR?

Kartik Agrahari

With the rise of sustainability driven audiences, businesses have a growing demand to prove their commitment to eco-friendly practices. However, many of them engage in "greenwashing" – misleading branding strategies that falsely present an image of businesses or products as green or sustainable. This practice, while achieving temporary revenue gains, has a downside that might lead to consumer backlash when exposed. This would affect the trust that consumers have on the businesses.

The term "greenwashing" was first introduced in 1986 to describe the efforts by hotels to promote towel reuse disguised as sustainable practices. Today, it includes numerous unethical strategies, and ambiguous terms such as "natural" or "eco-friendly" without concrete evidence. Apple, for instance, faced a backlash for its "carbon-neutral" product line, with critics arguing it selectively highlighted achievements while overlooking the major environmental impact of manufacturing.

In India, weak regulations have allowed widespread greenwashing in all industries. While the Advertising Standards Council of India (ASCI) introduced new guidelines in 2022, implementation of such guidelines is still difficult due to which this continues to be a problem.

Greenwashing Cases



Source: LinkedIn

1. H&M's Conscious Collection

H&M's so-called eco-conscious line, promoted as an environmentally friendly range, had a backlash for

fake claims and lack of transparency. An investigation by the Changing Markets Foundation found that many products in the collection used standard fabrics like cotton and polyester with negligible sustainability benefits. The brand was also criticized for relying on inaccurate measurement systems like the Higg Materials Sustainability Index to portray its products as environmental, which was labelled as misleading by authorities.

2. Shah Rukh Khan's Endorsement of an 'Eco-Village' Project

Bollywood icon Shah Rukh Khan built a luxurious mansion in Alibaug, under the pretext of farming activities. He acquired the plot via DejaVu Farms; however, its financial records reveal there has been no participation for farming practices. Instead, he built a massive bungalow, under the guise of repairing an existing plot on the property. This contradiction between his personal actions and the project's eco-friendly claims could affect his public reputation. When endorsers' actions don't match their advocacy, it makes such initiatives appear misleading, highlighting the importance of ensuring genuine commitment to sustainability to build trust with the public.



Source: Pinterest

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Ethical PR Cases**1. Tata Steel's GreenPro Certification Program**

Tata Steel's "GreenPro" initiative represents ethical PR by focusing on genuine sustainability. The company invested in technologies to reduce emissions and improve resource efficiency, with certifications from recognized third parties like the Indian Green Building Council (IGBC). Their transparent reporting of ESG metrics builds consumer trust and shows an authentic commitment to sustainability.



Source: Global Ecolabelling Network

2. Sonam Wangchuk's Solar Village Campaign

Sonam Wangchuk launched a grassroots campaign promoting solar energy solutions in Ladakh. His projects, including solar-powered heating systems for remote villages, show genuine sustainability actions. By working closely with local communities, his initiatives emphasize on measurable outcomes, making them a role model for ethical PR.



Source: Instagram

Impact on Corporate Reputation

When the Governments or the consumers expose a brand for greenwashing, the consequences are severe. According to a 2023 study by NielsenIQ, consumers who have been deceived through greenwashing are quick to abandon such brands. This damages not only the sales but also consumer trust. This trust issue is not only limited to consumers. Investors, especially the ones focused on Environmental, Social and Governance (ESG) metrics, are more aware of these practices. Greenwashing may undermine their confidence when investing into such companies. This effect can damage the company's long term financial health, making greenwashing a high-stakes risk for companies

looking to thrive in this eco-conscious economy.

The Ethics Debate in PR

PR professionals encounter a constant ethical dilemma of managing the tension between promoting brand reputation and a duty to deliver truthful messaging. The demand to drive quick success, such as creating high visibility and favourable press coverage, can push agencies towards flashy but misleading tactics that would exaggerate claims, engage in "spin," or even resort to greenwashing. This pressure stems from both client expectations for quick wins and the industry rivalry pushing for more visibility. Navigating this ethical minefield demands a solid ethical foundation, open communication with clients about ethical practices, prioritizing long-term relationships over short-term gains, and continuous professional development to stay abreast of evolving ethical standards and best practices. By upholding the highest ethical standards, PR professionals can foster authentic and reliable narratives while maintaining collaborative and productive client partnerships.

Combating Greenwashing: PR and Regulatory Measures

Regulators around the world have begun scrutinizing such companies for unethical practices. In India, the Advertising Standards Council of India (ASCI) has implemented new rules for green advertising in 2022, mandating transparency and credible proof to back up any claims regarding eco-friendly initiatives. Similarly, Environmental, Social, and Governance (ESG) reporting frameworks are gaining momentum, making it harder for companies to get away with greenwashing.

As these regulations evolve, the PR industry must adapt. Moreover, PR professionals will need to work within stricter frameworks, ensuring their clients' environmental claims are backed by action—not just words.

Cancel Culture and Celebrities: The New Public Square of Reputation

Apeksha Kishnani

Reputation in the digital age is a volatile currency, shaped and shattered at lightning speed. Unlike the past, where credibility was built over time through human interactions, today's reputations rise and fall with a single click. Social media platforms function as modern town halls, where influencers, politicians, and everyday individuals are judged in real time. Algorithms dictate trends and even loyal fans can swiftly turn against public figures. Cancel culture has become a form of social justice, rewarding moral outrage with online validation.

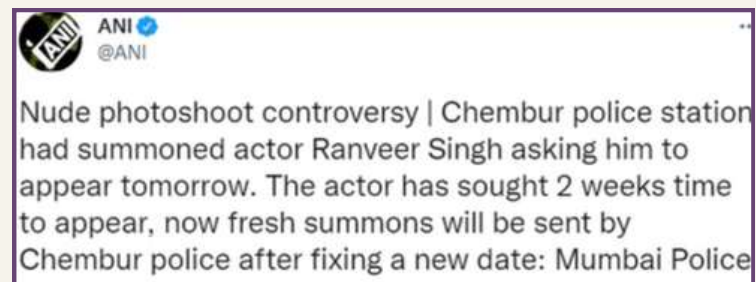
One misstep—be it a careless joke, an offensive statement, or a past controversy—can spark a viral reckoning. The consequences can be severe, from job losses to legal troubles, as digital mobs demand accountability. But reputation destruction is not merely punitive; it is a public performance of shared ethics, where individuals participate not only to uphold values but to enhance their own credibility.



Source: DNA

A prime example of this phenomenon is Bollywood actor Ranveer Singh's controversial nude photoshoot for a magazine in April 2023. The images ignited a storm online—some hailed them as a critique of toxic masculinity, while others condemned them as indecent. Social media platforms became virtual courtrooms, amplifying both praise and outrage.

The controversy even led to a legal case against Singh for allegedly violating public decency laws.



Source: ANI

Rather than reacting aggressively, Singh managed his reputation strategically. He remained unfazed, allowing the discourse to evolve beyond cancellation. Soon, the conversation shifted from outrage to broader discussions on artistic freedom, body positivity, and societal norms. This shift underscores the fluidity of online reputation—one moment it's under siege, the next, it's rebranded as progressive discourse.



Source: Times Now

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Singh's case also reveals generational divides in digital permissiveness. Younger audiences, digital natives, were largely supportive, whereas traditional media and older generations were more critical. Despite the backlash, Singh's brand value remained intact—his endorsement deals and box office appeal were largely unaffected. This highlights the resilience of public figures who navigate controversy with awareness and adaptability.

Today's social media landscape offers both destruction and redemption. Celebrities and brands employ strategic apologies, public remorse, and calculated rebranding to regain public favour. Audiences, in turn, have an almost transactional relationship with forgiveness—show contrition, demonstrate change and rehabilitation follows.



Source: The Leaflet



Source: Pinterest



Source: ABP News

Beyond individuals, businesses now operate as key players in the reputation economy. Corporate brands meticulously monitor public sentiment, swiftly dissociating from controversies to protect their image. Ethics and optics have never been more intertwined, with digital scrutiny dictating corporate strategies.

In this age of digital courts, reputation is no longer static—it's an ongoing performance. The public sphere is shaped not by physical venues but by online interactions, where clicks, shares, and commentary form the new standards of social judgment. To survive in this evolving space, authenticity and adaptability are crucial, proving that reputation today is not a position but a process.

The Thin Line: Reputation Management in the Digital Age (Feature)

Shria Batra

In an interview with Ms. Kritiy Gosain, Group Business Director—Digital Marketing and Lead—Event Communications at AvianWE, we uncovered insights and valuable information about how agencies work and manage their clients' reputations, utilising digital tools and strategies. She has an educational background in Mass Communications, focusing on Public Relations and Advertising, which equips her with a valuable skill set and a professional demeanor. Ms. Kritiy Gosain has more than 10 years of experience in the field of Public Relations and has worked with various agencies like 'Perfect Relations', 'Blue Lotus Communications' and a few more.

Q. Can you share your journey in public relations and how you came to focus on reputation management in the digital age?

"My journey in public relations has been both dynamic and fulfilling. Being a mass communication student, I started with internships in PR agencies and eventually moved to social media marketing where a large part of my profile is about reputation management. From corporates to government clients, I've had the opportunity to lead campaigns and launch some of the biggest schemes by the Government. My current role as Group Business Director – Social Media at Avian WE, along with my added responsibility as Lead – Event Communications, reflects my progression into more integrated communication strategies. While my focus has often been on event communication and social media campaigns, reputation management has been an inherent part of this journey. Effective communication, after all, is at the core of building and sustaining reputations, whether it's for a brand, an event, or a cause."

Q. How do you perceive reputation management in the digital sphere?

"Reputation management in the digital sphere is a double-edged sword—offering immense opportunities while presenting significant challenges. Social media amplifies voices, enabling brands to connect with audiences like never before, but it also places them under constant and intense scrutiny. In an era where anyone can capture moments, create multiple or fake accounts, and share opinions instantly on public platforms, managing a brand's reputation requires meticulous attention to detail and a proactive approach."

Today, reputations are not solely defined by what a brand says but by how audiences perceive and respond to it. This makes transparency, consistency, and authenticity non-negotiable. A well-crafted digital presence has the power to humanize a brand, foster trust, and build resilience against crises. However, achieving these, demands constant monitoring, real-time engagement, and adaptability to evolving public sentiment."



Source: Provided by Kritiy Gosain

Q. How do you ensure what you have built will be perceived by the audience the way you intend them to perceive it?

"Ensuring that your message is perceived as intended requires a combination of thorough audience research, consistent messaging, and ongoing engagement. For instance, while working on campaigns like Harpic World Toilet College, every piece of content was carefully aligned with the audience's values and cultural sensitivities. The goal was to communicate the brand's message of empowering the sanitation workers' community with equal opportunities while being mindful of the emotions and sentiments of the community itself and those associated with them."

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"Tools like social listening and sentiment analysis play a pivotal role in understanding audience reactions, allowing us to refine the messaging in real-time. This ensures that the narrative resonates authentically, fostering connection and trust while staying true to the campaign's core purpose. Additionally, feedback mechanisms allow real-time adjustments to messaging, ensuring alignment between intention and perception."

Q. According to you, are there any unethical practices you have observed in your industry and how do you ensure you maintain your stance without indulging in them?

"Unfortunately, unethical practices like spreading misinformation, creating fake support, or presenting paid media as genuine content are becoming increasingly common in the industry. With the rise of AI, these challenges have become even more complex, as tools can be misused to create deep fakes, manipulate narratives, or spread false information at scale. To counter this, I prioritize transparency and authentic storytelling, ensuring that campaigns are grounded in genuine narratives and backed by verifiable facts. This also requires a deep understanding of the sensitivities surrounding each subject to ensure the messaging is both ethical and impactful. Additionally, I leverage AI responsibly to monitor content, detect misinformation, and analyse audience sentiment in real-time."

Q. Share an instance where a social media strategy that your agency or some other agency implemented became a double-edged sword - where the same platform that amplified your message also posed unexpected challenges.

*"A good example of how campaigns can inadvertently attract backlash despite positive intentions is the recent **Yes Madam campaign** launch controversy. While the campaign aimed to highlight an important message, its execution led to widespread criticism and polarized debates. The campaign, which falsely claimed that employees were being fired for feeling "stressed out," sparked outrage before it was revealed to be a PR stunt.*

This incident underscores how poorly executed campaigns, even with good intentions, can quickly spiral out of control, especially in the digital age. The controversy became a lesson in the importance of clear messaging, audience sensitivity, and collaborating with communication experts early on to anticipate risks and ensure campaigns are both impactful and well-received."



Source: Exchange4media

Q. What are some of the biggest challenges that companies face in reputation management today? Can you provide examples of what these challenges are and how they can be tackled?

"One of the biggest challenges is the speed and scale of information dissemination in today's digital age, where misinformation can spread faster than facts. Companies also face issues like cancel culture, where past mistakes can resurface unexpectedly. Tackling these challenges requires proactive crisis communication plans, investment in monitoring tools, and an emphasis on transparency and accountability. Building a robust content strategy that includes humanizing the brand, such as leveraging influencers or thought leaders who resonate with audiences, can also foster trust and mitigate potential reputation risks."

In conclusion, the ideas of Ms. Kriti Gosain demonstrate the complexity of the process of resolution of many modern public relations, especially in the sphere of reputation management. With digital environments changing, brand-related experiences and issues get growing more diverse and multifaceted. With the use of the advanced tools and strategies agencies are in a position to operate effectively in the dynamics affected area. In the end, the process of reputation management is one of learning in which the management of risk is a means to an end of building meaningful relationships with consumers, constituents, and shareholders that will allow organizations to not only survive but to grow and prosper in environments that are filled with challenge and change.

Newsjacking: A Sharp Tip of PR – The Double-Edged Sword

Aviral Garg

Public relations (PR) is often described as a double-edged sword, capable of both elevating a brand's reputation and damaging it irreparably. One of the recent PR techniques that exemplify this double-edged sword is newsjacking. Newsjacking refers to using current news events in favor of brand promotion, product sales, or messages, and occasionally hooks up organizations into a wire and can lure much attention from the news media. The effectiveness or ineffectiveness of newsjacking, however, hinges on whether or not it was done in a way that would enhance or damage the brand's reputation.

Understanding Newsjacking

Coined by David Meerman Scott, newsjacking is referred to as, "the act of aligning one's company or brand with trending news for the purpose of promotion." Associating an organization with current newsworthy events can provide impetus effort toward a heightened publicity for public relation professionals as illustrated by a cyber security firm writing about very well-publicized data breaches—the public relations professional can consider the firm as reinforcing its authority.

This not only opens up new audiences for brands but also helps imbuing the authorities in the fields.



Source: Agility

Benefits of Newsjacking

Newsjacking offers several significant benefits for brands looking to enhance their public relations strategy. First and foremost, it increases visibility by allowing organizations to tap into existing conversations surrounding widely covered news stories. By being aligned to conversations that really matter, brands have the potential to pull the attention of audiences that otherwise may not have noticed them, thus broadening their reach. Another advantage of newsjacking is the establishment of thought leadership by producing insightful commentary or expert opinions on relevant news events, which can create authority in the industry. It

creates trustworthiness with the stakeholders and enhances the reputation of the brand as knowledgeable. Last but not least, newsjacking is a cost-effective form of marketing that could even be considered a low-budget alternative for its more traditional counterparts in advertising. Thus, a very effective practice of newsjacking will thus increase the presence of the brand while reinforcing its credibility and authoritativeness.

Risks Associated with Newsjacking

Despite its advantages, newsjacking is fraught with risks, creating avenues for a negative reputation if not handled carefully. Amongst a lot of different concerns, is potential backlash. Whenever a brand tries to make a fuss out of sensitive and controversial news headlines, it normally faces a barrage of public and media criticism. Brands have gone on to receive damages to their overhead reputation when trying to "capitalize" on tragedies or crises. Such danger also goes with "dilution of the brand message." If the newsjacking effort does not reflect the core values and proper messages of the brand, this can confuse audiences on what the brands we represent actually depict. This disparity will result in an extreme loss of credibility and trust with the consumers. Also, newsjacking tends to be ephemeral; new cycles change very quickly, and as a result, brands will start losing steam as soon as the first buzz disappears. This reality emphasizes the need for further gainful continuing engagement strategies beyond the initial impact of the news story, thus reinforcing the need for definite planning and execution while attempting to engage in any newsjacking practice.

January, 2025

Case Studies Illustrating Newsjacking

Several examples highlight both successful and unsuccessful uses of newsjacking:

Positive Illustration: Sixt Car Rental effectively rode a strike by train drivers in Germany with a smart and hilarious social media posting to market their services, and suddenly, everyone turned their attention to the brand in the time when they needed to divert the traffic to their service from those who were otherwise looking for an alternative transport mode.

Negative Illustration: Conversely, some brands have come under fire for trying to communicate with tragic events inappropriately. Statements or advertisements released during sensitive times are often viewed as more opportunistic than sympathetic by the commentator flock who usually criticize the brand.

Conclusion

To conclude, this practice of newsjacking can be very effective in improving the visibility of PR professionals and creating thought leadership, but the art is fraught with the risks inherent in PR as a double-edged sword. The secret of effective newsjacking is a strategic plan and real engagement with the topics without an ethical crossing. As PR continues to transform with its changing audience and media setup, mastering the twists and turns that tactics like newsjacking will put forth will become crucial to brands as they move through this increasingly complex territory.

With the ability to absorb the possible rewards and drawbacks of newsjacking right into themselves, organizations are better poised to enter public discourse while protecting their reputations from an increasingly scrutinized environment.



Source: AI Generated



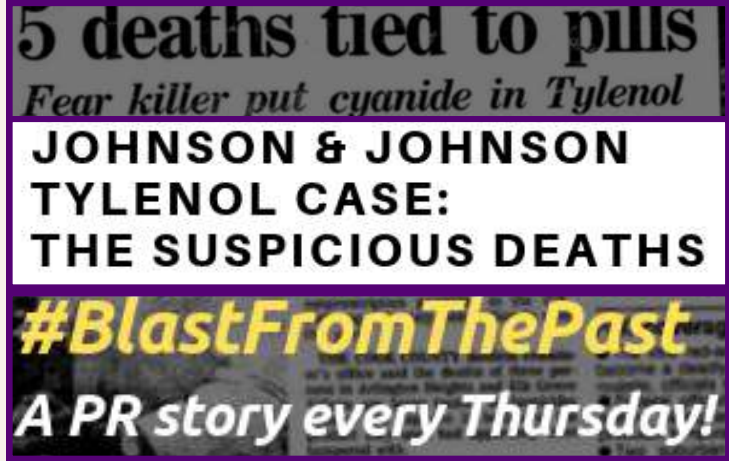
Source: AI Generated

Crisis to Comeback: Spinning Straws into Gold

Sania Singh

Imagine being in the eye of a public relations storm, where every move is scrutinized, every statement dissected, and every silence deafening. Brands, like people, have their bad days, but for some, a PR crisis can feel like the end of the road. Yet, the savviest among them not only survive but thrive, transforming potential PR disasters into legendary comebacks. Welcome to the crisis masterclass, where we explore how brands turned straw into gold, catastrophe into opportunity, and skepticism into renewed trust.

I would suggest you grab your coffee and lean in—we’re diving into the inspiring, sometimes jaw-dropping tales of brands who took lemons and made the most irresistible lemonade.



Source: Pice Enquirer

Case Study 1: Tylenol - The Gold Standard of Crisis Management

The Crisis:

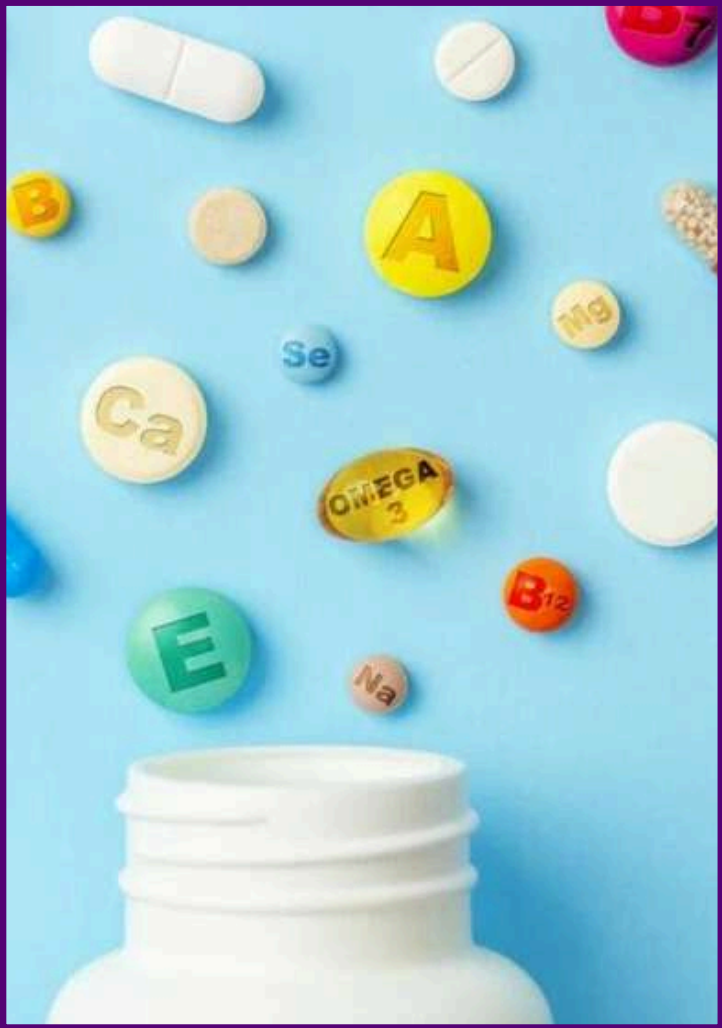
In 1982, seven people in Chicago died after consuming cyanide-laced Extra-Strength Tylenol. Widespread panic ensued, threatening the survival of Johnson & Johnson (J&J).

Strategic Response:

- **Consumer-First Approach:** J&J recalled 31 million bottles, valued at \$100 million, prioritizing safety over profits.
- **Transparency:** CEO James Burke held press conferences and collaborated with authorities to ensure accountability.
- **Innovation:** J&J introduced tamper-proof packaging and shifted from capsules to tablets to prevent future tampering.

Outcome:

Tylenol’s market share initially dropped from 35% to 8%, but within a year, it rebounded to 30%. J&J’s ethical approach strengthened its reputation, and its packaging innovations became industry standards.



Source: PR & Lattes

Case Study 2: Domino's Pizza - A Digital Rebirth

The Crisis:

In 2009, a viral YouTube video showed Domino's employees engaging in unsanitary food practices, sparking public outrage and exposing quality concerns.



Source: LinkedIn

Strategic Response:

- **Accountability:** CEO Patrick Doyle issued a sincere video apology and implemented stricter safety measures.
- **Product Overhaul:** Domino's reformulated its pizza, addressing longstanding customer complaints about taste.
- **Transparent Marketing:** The "Oh Yes We Did" campaign documented improvements, engaging customers directly.

Digital Innovation: Online ordering, real-time pizza tracking, and mobile apps transformed Domino's into a tech-savvy brand.

Outcome:

Sales surged 14.3% in Q1 2010. By 2021, over 75% of its sales came from digital channels, solidifying its reputation as a forward-thinking brand.

Case Study 3: Samsung - Turning Explosions into Opportunities



Source: The New York Times

The Crisis:

In 2016, Samsung's Galaxy Note 7 smartphones caught fire due to battery defects, leading to global recalls and reputational damage.

Strategic Response:

- **Swift Recall:** Samsung recalled 2.5 million units and offered replacements or refunds.
- **Transparency:** The company conducted a public investigation into the issue.
- **Commitment to Safety:** Samsung introduced an eight-point battery safety check and improved quality controls.

Outcome:

Despite the crisis, Samsung regained trust, and the Galaxy S8 launch received positive reception. The brand emerged stronger, with reinforced safety measures.

Conclusion

Crises aren't roadblocks, they're crossroads. A well managed crisis is not always about damage control - it is about reinvention. These stories remind us that resilience, transparency and adaptability don't just help brands survive; they make them thrive. Every stumble along the way is a stepping stone to rise stronger, every failure a blueprint for future success. In the world of PR, a great comeback is where true brand character reveals itself.

Tagline Trivia

Identify the brand from the tagline & test your knowledge

"A diamond is forever."

Answer: De Beers

The News Game: PR Spin V/s Truth

Shama Nambiar

The relationship between PR and media can be understood through the lens of how stories and narratives shape the way we perceive the world around us. Public Relations professionals and the media work together to craft and share messages that inform, influence, and inspire public opinion. This paper examines two facets of this nexus: first, the complex correlation between governance and journalism that is revealed by two famous cases with PR companies and media; and second, how movies become one of the strong PR tools by promoting such films as The Kerala Story and The Kashmir Files.

Revealing the Nexus Between Governance and Journalism

The News click controversy of 2023 is a perfect example of the unfolding relationship between media, government and PR in India. News click, an online media outlet famed for its articles against government policies, faced the heat when ED accused them of receiving funds from foreign sources for inciting anti-India sentiments. While the government tried to portray the investigation as one concerning the nation's security of the people, the critics saw this move as an outright attack on the freedom of the press, amidst other issues that gave critics of PR something to think about.

The government used the PR approach in its efforts to create a public perception of the investigation as patriotic. The official sources underlined the line of nationalism and associated News click's putative activities with external aggression on India's sovereignty. This framing was further reinforced by government-affiliated media which more or less elided questions over the repercussions of the targeting of independent media. These media houses, which depended on state and corporate advertising revenues, looked like parroting the government's narrative, which is the problem with most newsrooms today.

To this News click promptly responded with its version of PR warfare saying it was attacked because it was revealing the truth and that the raids were an assault on press freedom. The platform described its funding sources and sought the backing of the global press watchdogs which condemned the raids. Social media did not remain silent about this; #TheStandWithNewslick trend started becoming popular at this stage. The outlet took the role of independent journalism fighting the state that seeks to stifle free speech.

This demonstrates that in PR, information can influence the coverage of events and turn media outlet newsrooms into battle spaces of the opinions that matter. The above data reveals that such news sources acted as Forged appendages of state propagandistic advantages and interests by ensuring public propaganda matches the state political ideologies. On the other hand, there were relatively small independent web-based platforms like News click, that could provide efforts in reverse through grassroots PR as they had almost negligible resources.



Source: AI

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News click's case shows that press freedom remains very volatile in India; PR approaches are employed to suppress protests. The increasing reliance of various media outlets on corporate funds and governmental advertisements threatens editorial freedom and actually transforms journalism from a public watchdog to a 'potential servant of the state'.

This episode should tell the world that independent journalism is one of the most important aspects of ensuring that power is checked. It also brings to the limelight the fact that civil society and international organizations should embrace press freedom in order for the media to remain an important democratic institution rather than a white 'tool of governance'/PR.

Reel Propaganda: Cinema as a PR Weapon

Apart from the print media, cinematograph has proved to be an influential means in the given dictum to propagate and create the dominance of an ideology. Such films are *The Kashmir Files* and *The Kerala Story*, which are Bollywood films. Each of the movies claims to adapt an actual story while the audience pointed out that the narrative structure of each of the films complies with certain political orientations.



Source: Jagran

Even though the main idea of *The Kashmir Files* is the exodus of the Kashmiri Hindus in the 1990s, the Critical Discourse Analysis (CDA) used by researchers has revealed how the film appeals to emotions, offers a selective representation of history and establishes the victims – perpetrators' juxtaposition to provide a looking-glass view of the political establishment. Although it introduced an important topic in the history of the Germans, a question arose about the representation of the true facts and the intent. Its critics have claimed that it operates as a PR instrument to reassert nationalist ideology; this process tends to isolate such different views.

Tagline Trivia

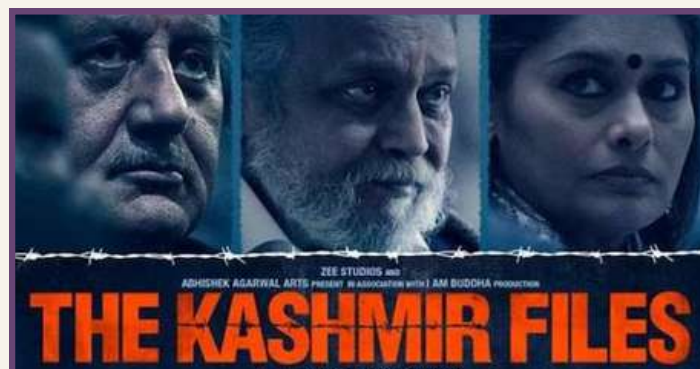
Identify the brand from the tagline & test your knowledge

"Work Hard. Have Fun. Make History"

Answer: Amazon

Likewise, *The Kerala Story* shows women's extremism in Kerala, believed to be aimed at particular communities. The representation has been squarely criticized for offering shallow depictions, which have further led to the process of creating a communal divide. Due to the fact that the story is told from only one ideological perspective, the film is used as a tool of PR at the service of the socio-political agenda of some social bodies.

The two movies illustrate how often cinema is in a position to give people a particular point of view on a given topic provided through passion and sentimentalism and with a focus on aspects that can influence people's perception. This complements Herman and Chomsky's propaganda model most, especially with a filter of "anti-other" as a control. The films do not only bring about those perception changes but also create social discourses that polarize society.



Source: NDTV

The intricate nexus between governance, journalism, and PR is a double-edged sword. While it facilitates communication and public engagement, it also poses significant risks to journalistic independence and democratic integrity. The News click controversy and the strategic use of cinema as a PR tool highlight how media and PR can be weaponized to serve ideological purposes.

Managing Coalition Politics: PR Strategies for alliance building in India

Sadhika Kumar

Coalition politics in India is akin to navigating rough waters, balancing ideological differences and regional ambitions while maintaining unity. The INDIA Bloc (Indian National Developmental Inclusive Alliance), a coalition of over two dozen opposition parties formed in 2023 to challenge the BJP-led NDA in the 2024 elections, offers valuable lessons in managing alliances through strategic public relations (PR).

In a vast and diverse country like India, coalition-building is complex. The INDIA Bloc brought together the Congress, Trinamool Congress (TMC), Aam Aadmi Party (AAP), Dravida Munnetra Kazhagam (DMK), and Samajwadi Party (SP), each with its own voter base and regional agenda. The challenge was to unify these parties under a coherent narrative that appealed to voters.



Source: The Economic Times

The coalition's first brilliant PR move was the selection of the moniker "INDIA." Political branding is frequently dominated by acronyms, but this one had significant symbolic meaning. It presented the Bloc as a steward of the country's core ideals and embodied the qualities of democracy, inclusivity, and unity. More than just a moniker, "INDIA" conveyed a message: it asserted, "We are India," positioning the alliance as the republic's protector and subtly opposing the BJP's rhetoric. By ensuring that every reference to the coalition had patriotic overtones, this branding was able to emotionally connect with voters of all political persuasions.

Coalition politics, however, is more than just branding; it's also about controlling impressions, settling disputes, and encouraging cooperation. The significance of visual iconography in constructing its public image was recognized by the INDIA Bloc.

It was common to witness leaders of the member parties holding hands, standing together on stages, and speaking at joint press conferences. These scenes were meticulously staged and extensively shared, resulting in a visual story of solidarity. In a political milieu where rumours of divisions and rivalry are common, these pictures made it abundantly evident that the Bloc was dedicated to a common goal in spite of its differences.



Source: The Indian Express

Overseeing such an alliance required careful planning and communication in addition to photo opportunities. By using a methodical approach to communicating, the Bloc made sure that leaders had a unified voice on important matters. This avoided contradictions in public that opponents could have taken advantage of. Social media platforms emerged as crucial instruments for spreading this message, with coordinated campaigns emphasizing federalism, social justice, and secularism. By creating narratives rather than responding to them, the INDIA Bloc's proactive media approach maintained its public awareness.

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However, coalition politics are rarely easy. Behind the scenes, the INDIA Bloc had to deal with conflicts about policy priorities, leadership positions, and seat-sharing agreements. Skillful negotiating was necessary to balance the goals and expectations of each party. For example, regional powerhouses like the TMC and DMK were cautious about giving up too much ground as the Congress attempted to establish itself as the biggest national party.

In order to solve these issues, the Bloc established dispute resolution procedures, including inter-party committees that promoted discussion and decision-making. This strategy reduced public arguments and strengthened the coalition's reputation as a unified front.

The INDIA Bloc's ability to portray the 2024 election as a struggle for the nation's soul was a crucial component of their campaign. The Bloc aimed to overcome conventional political divisions by presenting itself as a champion of democratic institutions and constitutional values. In addition to electoral math, its messaging underlined the moral necessity of preserving India's heterogeneous fabric. Many voters who were disenchanted with the BJP's alleged growing concentration of power and deterioration of democratic standards found resonance in this story.



Source: Business Standard

Perhaps the coalition's greatest accomplishment is its capacity to remain united in the face of diversity. The "too many cooks" problem frequently plagues coalition politics, as personal aspirations take precedence over group objectives. By concentrating on common goals and making room for regional variations, the INDIA Bloc escaped these pitfalls. For instance, the Bloc respected the liberty of its regional partners by not enforcing consistent policy prescriptions, even while it collectively supported secularism and federalism.

The tale of the INDIA Bloc also emphasizes how crucial flexibility is to coalition politics. Alliances must adapt to shifting conditions in a political environment as dynamic as India's. By broadening its scope, interacting with civil society organizations, and joining larger social movements, the Bloc showed this adaptability. This strategy not only broadened its support but also gave its assertion that it is a truly inclusive coalition more legitimacy.



Source: NDTV

The INDIA Bloc still faces many difficult obstacles, nevertheless. The BJP is a serious opponent because of its strong organizational structure, extensive grassroots network, and charismatic leadership. In the end, the Bloc's success will hinge on its capacity to convert its solidarity into electoral victories, a feat that calls for not only brilliant public relations but also local coordination and mobilization.

Ultimately, the experience of the INDIA Bloc provides important insights into coalition politics. It illustrates how perception is just as important to alliance management as policy. A coalition is more than just a group of political parties; it is a story, a pledge, and an outlook on the future. The INDIA Bloc has demonstrated how PR tactics can turn a political alliance into a movement by deftly building this story. It is unclear if this campaign will succeed in overthrowing the BJP, but as an example of forming an alliance, the INDIA Bloc has already had a lasting impact on Indian politics.

Trump VS Kamala 2024: America's Two Destinies

Siddharth Tamrakar

President Donald Trump has won back the White House, decisively beating Democratic candidate Kamala Harris in the 2024 election. Trump's victory, with 312 electoral votes and a lead of 2.4 million in the popular vote, represents a major shift in American politics and ranks among the most significant elections in recent memory.

Trump secured his return to the presidency by winning back several key battleground states - Pennsylvania, Wisconsin, and Georgia - which had previously voted Democratic. With 77.2 million votes (49.9%) to Harris's 74.8 million (48.3%), the results showed a nation still deeply divided, though gave Trump a clear path to victory.

A defining moment came in early 2024 when Trump faced an alleged assassination attempt during a New Hampshire campaign event. Instead of weakening his campaign, the incident galvanized his support base and reinforced his image as someone standing strong against perceived establishment opposition. The event led to heightened security at campaign rallies across the country and ignited serious discussions about political violence in America.



Source: Vox

Pennsylvania's 20 electoral votes ended up being the deciding factor that sealed his win.

During his campaign, which began at Mar-a-Lago in November 2022, Trump focused heavily on economic promises that caught voters' attention. His key pledges included cutting the corporate tax rate to 15% and eliminating Social Security benefit taxes for retirees. While economists warned his tax plans would increase the deficit by \$5.8 trillion over ten years, voters were drawn to his message of economic growth.

Trump also gained support with proposals to sell federal land for housing development and implement protective tariffs. These policies particularly resonated with middle-class Americans worried about rising prices and their retirement savings. His economic message proved to be the heart of his campaign strategy.

Trump's campaign revolutionized digital strategy through cutting-edge technology. His team leveraged AI-powered analytics to generate more than 100,000 different digital ad versions, using precise targeting to reach voters who typically don't turn out. By partnering with Turning Point Action and America PAC, and making strategic use of Musk's X platform, the campaign built a powerful online presence.



Source: Wired

This sophisticated digital approach marked a new chapter in political campaigning, establishing benchmarks that future campaigns will likely follow.

Harris focused her campaign on healthcare and environmental policies, pushing to expand the Affordable Care Act, limit prescription drug costs, and reach net-zero emissions by 2050. She also targeted younger voters with education proposals, including making community college free and broadening access to Pell Grants.



Source: Vanity Fair

Harris split her media approach between new and traditional channels, making appearances on "Call Her Daddy" and "The Voice" while keeping up conventional campaign activities. Though she had solid policy ideas, she found it difficult to create her own identity separate from her connection to the Biden administration. The race was influenced heavily by major endorsements, with Elon Musk's unexpected support for Trump lending weight to his economic plans and dramatically increasing his reach on social media. Senator Josh Hawley's backing helped secure Trump's standing with conservative voters, while various business leaders threw their support behind his economic platform. On Harris's side, endorsements from Democratic heavyweights Barack Obama and Oprah Winfrey didn't manage to sway enough voters. This endorsement contest revealed evolving patterns in how political support and celebrity influence affect voter decisions.

The presidential debates crystallized the differences between the candidates. At the first debate in Atlanta on June 27, a fierce argument over Social Security taxes took centerstage, with Trump defending his plan to eliminate these taxes while Harris sharply criticized it. The exchange went viral, with social media clips racking up millions of views.

The second debate in Philadelphia on September 10 focused on climate change and healthcare, highlighting the candidates' opposing visions. Harris emphasized environmental sustainability and equitable access to healthcare, while Trump prioritized economic growth above all. Polling after the debates showed Trump strengthening his support among older voters, while Harris continued to appeal more to younger Americans.



Source: NRP

Trump named J.D. Vance as his running mate, a choice that brought youth to the ticket and appealed to moderate conservatives, especially in Midwest battleground states. Vance's message and background proved particularly effective in Ohio and Michigan, helping secure critical rust belt support. Harris picked Governor Tim Walz in an attempt to heal Democratic Party rifts and boost rural appeal, though this strategy ultimately didn't succeed in key states.



Source: Business Standard

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The election revealed important demographic changes, with Trump making surprising gains among Latino and African-American men, particularly in working-class communities. These gains, most notable in Florida and Texas, suggested a continuing shift in traditional voting patterns. While Harris maintained solid backing from urban, educated, and younger voters, she couldn't overcome Trump's growing support in these key demographic groups.



Source: The New Yorker

Despite Harris outperforming Trump significantly on traditional media and ground operations, Trump's campaign countered effectively through coordinated PAC efforts and innovative digital marketing. While Harris poured resources into conventional campaign strategies, Trump's team found ways to maximize their impact through alternative channels. The candidates presented contrasting visions for their first 100 days - Trump prioritizing his tax reform package while Harris emphasized climate action.

Around the world, Trump's victory has drawn varied responses. Right-leaning governments have welcomed the results, while others have expressed worry about the future of international cooperation,



Source: Deadline

particularly regarding climate agreements and trade deals. Although the financial markets initially fluctuated following the election, they soon steadied as investors anticipated business-friendly policies ahead. Energy and defense stocks have shown particularly strong performance.

As the nation looks ahead to Trump's January 20, 2025 inauguration, the narrow election margin highlights how deeply divided America remains. The incoming administration now faces major challenges - implementing sweeping tax reforms and economic policies while dealing with their predicted effects on the federal deficit.

This election will likely be remembered for multiple reasons: its pioneering use of campaign technology, dramatic moments like the alleged assassination attempt, and the fundamental questions it raised about America's path forward.

CryptoQuote

A cryptoquote is a code where each letter substitutes for another throughout. Today's puzzle features a thought-provoking quote by Stuart Ewen, a prominent media and cultural critic.

HINT: The most common letter in English is 'E' - try finding that first!

"Uev jvpxr uv Pr vx... uev jvpxr uv
u buezle zvr wvue vx rzuexzev
uev how people wvxx see uev
vuevrstuev rzuexzev."

Srijit Mukherji: Bridging Local & Global PR (Feature)

Rapura Bhattacharyya

In today's interconnected world, regional and national PR distinctions are fading daily. When brands and organizations extend their reach, it is paramount to understand what sets these two apart and how to employ them. By exploring regional and national PR's unique challenges and opportunities, we can derive valuable insights into effective communication and reputation management.

In an exclusive interview, we delved into the mind of the acclaimed filmmaker Srijit Mukherji. A master storyteller with a keen eye for detail, Mukherji has consistently pushed the boundaries of Bengali cinema, captivating audiences with his thought-provoking narratives and stunning visuals.

Synonymous with innovation and artistic brilliance in the Indian film industry, Srijit Mukherji was my ideal choice for the interview. His unique ability to blend commercial appeal with artistic depth, coupled with his experience in regional (Bengali) and national (Bollywood) cinema, provides a rich perspective on the intricacies of PR in the entertainment industry.



Source: The Telegraph

Engaging with Mr. Mukherji helps one understand the challenges and opportunities filmmakers face in this complex regional and national PR landscape. His direct experiences and innovative approaches to storytelling offer invaluable lessons for aspiring filmmakers and PR professionals alike.

The Indian film industry- a vibrant tapestry woven with diverse regional cinemas and the mainstream

Bollywood powerhouse, offers a unique landscape for public relations. While the core principles of storytelling remain universal, the dynamics of production, distribution, and audience engagement vary significantly between these two realms.



Source: Shutterstock

Regional cinema, deeply rooted in local cultures and languages, shapes national identity. It often explores themes and narratives that resonate with specific regional audiences, fostering a sense of belonging and cultural pride. However, regional filmmakers frequently need help securing funding, distributing their films, and reaching a wider audience.

On the other hand, Bollywood, a global phenomenon, captivates audiences worldwide with its larger-than-life narratives, extravagant music, and dazzling dance numbers. The industry's scale and reach offer numerous opportunities for filmmakers, actors, and technicians. However, the intense competition and pressure to deliver commercial hits can be overwhelming.

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Digital platforms have revolutionized the film industry, blurring the lines between regional and national cinema. OTT platforms have provided a platform for regional content to reach a wider audience, enabling filmmakers to experiment with diverse genres and storytelling styles. Social media has emerged as a powerful tool for building brand awareness, engaging with fans, and creating buzz around films.



Source: T2 Online

As Srijit Mukherji puts it, *"Balancing artistic vision with commercial demands is a perennial challenge for filmmakers."*

While some prioritize critical acclaim and artistic integrity, others focus on box office success. Mukherji has successfully navigated this delicate balance by combining commercial sensibilities with meaningful cinema. His unique blend of storytelling techniques, coupled with his understanding of audience preferences, has enabled him to create critically acclaimed and commercially successful films.

Film festivals and awards play a crucial role in shaping the perception of films, both regionally and nationally. They provide a platform for filmmakers to showcase their work to a global audience, receive critical acclaim, and attract potential investors. However, as Mukherji points out,

"the importance of these events can vary depending on the film's genre, budget, and target audience. While art-house and independent films often rely on festivals to gain visibility, commercial blockbusters may not prioritize them as much."

Mukherji's approach to media and critics is refreshingly honest. He believes in staying true to his artistic vision and avoiding manipulative tactics. He says,

"I don't believe in engaging with the critics or media to build a positive or negative narrative about my films because I think I'm faking it."

Instead, he focuses on creating compelling films and letting the work speak for itself

Today's diverse and interconnected world allows filmmakers to connect with audiences from different cultural backgrounds. Mukherji emphasizes the importance of incorporating social and cultural nuances into storytelling. He says,

"By incorporating social and cultural nuances into their storytelling, filmmakers can resonate with a wider audience. Collaborating with talented actors, musicians, and technicians from different backgrounds can also help expand the film's appeal."

As the Indian film industry evolves, filmmakers must adapt to the changing landscape and embrace new technologies and platforms. By understanding the nuances of regional and national cinema and effectively leveraging the power of storytelling, filmmakers can create films that entertain, inspire, and leave a lasting impact.



Source: Jio Cinema



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