

NettRESULTS

international marketing & public relations

NettResults Public Relations Middle East

July 2011

Contacts


Dubai:
+971 4 331 1593

Abu Dhabi:
+971 2 414 6788

Riyadh:
+966 1 211 8103

www.NettResults.com



 [Send to a Colleague](#)

In This Issue

[How Marketing Messages Change](#)

[Country Profile - Bahrain](#)

[Media in Bahrain](#)

[Media News](#)

Join Our
Mailing List



Dear Dianne,

Many professional marketers believe that we're entering the quiet period - around the world there are summer holidays where many European countries as good as shut down for a month, and in the Middle East region we're approaching the shorter days during the month of Ramadan.

In the professional world of public relations, it's unfortunate that we don't slow down. The trouble is, that PR is a long-term game. We can't just turn off the taps for a month or two. But the real reason for this lack of pace is that planning a successful campaign in PR takes time.

The strategy alone often takes a couple of weeks (more so if key decision makers are on vacation), then there is time needed for tool creation and well-planned media outreach. For media that are monthly, that looks like a 6-week lead-time. Add that all together, and we're planning today for campaigns that need to go live in September.

Don't worry; PR pros don't want your sympathy. Just know that we're working... Oh, and get ready yourself; as the saying goes, fortune favours the prepared mind.

Need insightful PR partners that can find the opportunity in today's world?

How can NettResults help ?

Happy PRing,

Nick Leighton

How marketing messages change post revolution - lessons from Egypt

As the Wall Street Journal recently covered, there has been an increase in ad spending in certain sectors in Egypt, but perhaps more interesting is the anecdotal evidence in the change of messages that are resonating with consumers.

In the weeks since Egypt's uprising, the television airwaves and Cairo's streets have been filled with revolutionary slogans.

"Build your country!" shout billboards hovering over the city's congested roads. "Develop your country!" urges another over smaller text demanding that Egyptians "Don't stop!"

But the signs aren't the work of revolutionaries. They are advertisements for Snicker's, the candy brand owned by Mars Inc., the U.S.-based confectioner.

Since thousands of protesters ousted former President Hosni Mubarak in a nearly three-week revolt, the enthusiasm for revolution has been redirected and repackaged for television ads, billboards and jingles selling products including hair gel, soft drinks and candy.

A television spot for Coca-Cola Co.'s Coke, which looks similar to a Latin American commercial called "Sky," shows hundreds of kids dressed in trendy clothes climbing to the tops of buildings in downtown Cairo. There, they lasso the sun, pull it out from behind menacing storm clouds and bask in the radiant glory that is the new Egypt. "Make tomorrow better!" the slogan beseeches.

A Pepsi ad urges: 'Think, Participate, Dream, Express who you are.'

Local brands are not to be left behind. A restaurateur renamed his cafe "January 25 Cafe," after the starting date of the uprising. In the middle-class Cairo suburb of Agouza, a billboard for Mink brand hair gel shows a young man with a spiky hairdo. The background of the billboard is an Egyptian flag next to a slogan that reads, "I am Egyptian."

This re-messaging for the Egyptian market has helped to lift ad spending in Egypt for consumer products.

Ad spending in Egypt actually increased to about \$329 million in May from \$310 million in February, according to data from Ipsos, a regional advertising and marketing research firm.

The revolution was hard on high-end products and large investments. Expenditures on household appliances and real estate between February and May of this year were down 46% and 44%, respectively, from a year earlier.

But in the category of fast-moving consumer goods, Egyptian advertising has increased in 2011. Advertising of soft drinks and snacks and appetizers surged 30% over the same period.

How will the more subtle art of public relations re-package messages in Egypt? We think the answer is obvious.

For advice on how to localize your corporate messaging for new markets please do give us a call.



Country Profile - Bahrain

Bahrain never reached the levels of production enjoyed by Kuwait or Saudi Arabia and has been forced to diversify its economy.



The country has been headed since 1783 by the Khalifah family, members of the Bani Utbah tribe, who expelled the Persians. From 1861, when a treaty was signed with Britain, until independence in 1971, Bahrain was virtually a British protectorate.



The king is the supreme authority and members of the Sunni Muslim ruling family hold the main political and military posts. There are long-running tensions between Bahrain's Sunnis and the Shi'ite Muslim majority. On occasion, these have spilled over into civil unrest.

In 2001 Bahrainis strongly backed proposals put by the emir - now the king - to turn the country into a constitutional monarchy with an elected parliament and an independent judiciary.

Elections were duly held in 2002 for a 40-member parliament, the Council of Deputies. It was the first such poll in nearly 30 years. The new body included a dozen Shi'ite MPs.

The country has enjoyed increasing freedom of expression, and monitors say the human rights situation has improved. However, opposition groups and campaigners continue to press for political reforms, including greater powers for the elected assembly.

In February 2011 thousands of demonstrators gathered for several days in the centre of Manama, inspired by the popular uprisings which toppled the leaders of Tunisia and Egypt. Several people were killed in clashes with security forces, and the king responded to public anger by releasing some political prisoners.

Bahrain - a chain of around 30 islands - has been a haven for tourists from the region, who take advantage of its relaxed social environment. A close ally of the US, it is home to the American navy's Fifth Fleet.

Media in Bahrain

There is a lively private press, but most Bahraini radio and TV stations are state-run. A 2008 study found that nearly 99% of households had a satellite receiver.

A press law guarantees the right of journalists to operate independently, but they are liable to jail terms for offences which include insulting the king, and self-censorship is practised.

BBC World Service is available on FM in Manama (101 MHz in English; 103.8 in Arabic).

By June 2010, Bahrain had 649,300 internet users (InternetWorldStats.com).

Rigorous filtering targets political, human rights, religious material and content deemed obscene. "Many websites run by national or international non-government organisations are inaccessible," Reporters Without Borders notes.

The press

Akhbar al-Khaleej - private,daily

Al-Ayam - private, daily

Al-Wasat - private, daily

Bahrain Tribune - English-language



Gulf Daily News - English-language

Television

Bahrain Radio and Television Corporation (BRTC) - state-run; operates five terrestrial TV networks

Radio

Bahrain Radio and Television Corporation (BRTC) - state-run; operates General Programme in Arabic, Second Programme featuring cultural and local programmes, Holy Koran Programme, Sports Service, English-language Radio Bahrain

Voice FM - private, for Indian listeners

News agency

Bahrain News Agency (BNA) - English-language pages

Media News



Auto Trader launches new motoring magazine

A new English-language motoring title has been launched by the Dubai Media City-based publisher of Auto Trader magazine. Arabian Motor is distributed monthly with Auto Trader and also sold separately, with editorial coverage including motoring news and reviews of new models. Philip Moore is the editor.

Arab University Magazine to target educators

A bi-monthly magazine covering education across the Arab world has been launched from Lebanon by Arab Business Media Communication sarl. Published in Arabic, the magazine is targeted at faculty, administrators and management of schools, colleges and universities, and provides information about the different education systems across the region, as well as education news. Colette Karam is the editor.





Tunisia introduces new Leaders

The publisher of the Leaders.com.tn website has launched a monthly magazine to profile the new political leaders of Tunisia, alongside news, current affairs and business. Leaders is published monthly in French with a launch circulation of 10,000 copies. Hédi Béhi is the editor. New kid's magazine launched in Qatar.

New Read. for Dubai Metro commuters

Passengers travelling on Dubai Metro can pick up a free copy of Read., a new English-language weekly magazine targeting commuters with a mix of lifestyle and entertainment news.

The 48-page, tabloid-sized magazine is published on Sundays and claims a launch circulation of 50,000 copies distributed at stations along the Red Line - with Green Line stations set to open in September. Arnold Pinto is the managing editor.



[Forward email](#)



This email was sent to dianne@eclat.co.uk by nick.leighton@nettresults.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

NettResults International Public Relations | PO Box 72587 | Dubai | United Arab Emirates