



NettResults Public Relations Middle East

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Dear Dianne,

Greetings from NettResults, your Middle East public relations partner.

It's an interesting phenomenon and we don't think it's just happening in the industry and geographical focuses NettResults has. We're seeing a considerable upturn in interest and signed contracts. Is there a common thread? Yes, we think so. We're seeing established blue-chip companies increasing marketing budgets.

In fact, we see a direct correlation between revenue and longevity of company when plotted against marketing budget. It probably stands to reason that the more successful companies had the resources to ride a downturn and thus to push returns as the recovery kicks in.

Within our own industry of public relations, this in turn has meant that the smaller/newer agencies that hadn't had time to build established clients are either no longer open for business or hurting so much they can't keep their employees. And this of course is great news for those agencies that have been able to profit in such times. The world of PR is a constant balancing act between quality clients and quality team members - if there is a dearth of one, any agency will find it very hard to survive.

Our prediction (in the areas we focus) is there are more clients and more quality professionals on the market. All in all, a very nice position to be in.

How can NettResults help ?

Happy PRing,

Nick Leighton

What's your message?

How did extraordinary companies such as Apple, Pottery Barn, American Girl and Zipcar come out of nowhere to virtually take over their respective markets from bigger and wealthier competitors?

All they did was keep their promises - dangerously ambitious promises. These companies used a radical new formula: They *overpromised* to lure customers in and then *overdelivered* to keep them.

In *Overpromise and Overdeliver* ([ISBN 978-1-59184-268-2](#)), marketing guru Rick Barrera uses groundbreaking research and case studies to show how word-of-mouth-driven successes have mastered what he calls TouchPoint Branding - the art of making sure that every point of contact between a company and its customers is well executed and fulfils an over-the-top brand promise. And as we all know, public relations drives word-of-mouth success.

Barrera explains how aligning three types of customer contacts - Product TouchPoints, System TouchPoints and Human TouchPoints - can create dramatic market differentiation.

By definition, an overpromise is a pledge to deliver a product or service that is radically different and has more relevance to your targeted customers than anything your rivals are touting. When you follow up on your already world-beating proposition by also overdelivering on it, you further multiply the distance between you and your competitors.

Lets talk messaging. A generic promise (or message) has no meaning to the customer. It has to be specific, and outstanding; it needs to be an overpromise. First, discover who your potential customers really are. Second, tell them how your product or service is different and why they should buy it. Third, align your TouchPoints to do exactly what you promise, in other words, overdeliver - always.

How? Brilliantly. Your investors and employees deserve nothing less.

To learn how to build your overpromise NettResults has just posted our implementation template - find it here on the [NettResults blog](#).



Country Profile - Yemen

The reputed home of the Queen of Sheba, Yemen has been at the crossroads of Africa, the Middle East and Asia for thousands of years thanks to its position on the ancient spice routes.

The Romans knew this fertile and wealthy country as Arabia Felix, in contrast to the relatively barren Arabia Deserta to the north. And today it maintains its distinct character.

The modern Republic of Yemen was born in 1990 when traditionalist North Yemen and Marxist South Yemen merged after years of border wars and skirmishes. But the peace broke down in 1994 and a short civil war ended in defeat for separatist southerners and the survival of the unified Yemen.

Since unification Yemen has been modernising and opening up to the world, but it still



maintains much of its tribal character and old ways. Tensions persist between the north and the south; some southerners say the northern part of the state is economically privileged.

Since the summer of 2009, hundreds have been killed and more than a quarter of a million people displaced by clashes between government troops and northern Houthi rebels belonging to the minority Shia Zaidi sect. The government declared a ceasefire with the northern rebels in February 2010.

Many people wear traditional dress and the custom of chewing the narcotic plant khat in the afternoons is still widely observed. Yemen has attracted the curiosity of a growing number of tourists, although foreigners have been kidnapped by groups seeking to force concessions from the authorities.

Yemen has also gained a reputation as a haven for Islamic militants. Towards the end of 2009, the country came under the spotlight after crackdowns on al-Qaeda-linked militancy in Afghanistan and Pakistan raised fears that it was becoming a key training centre for militants.

After a Yemen-based branch of al-Qaeda claimed that it was behind a failed attack on a US airliner on Christmas Day 2009, the government stepped up its efforts to clamp down on Islamic militants, but warned that it would need help to win the battle against militancy.

The truce with northern rebels in February 2010 allowed the government to focus its attention on the struggle against al-Qaeda and southern separatists.

A little about the media we work with in Yemen...

TV and radio are vital news sources, given that illiteracy is widespread.

State-run Yemeni Radio and Television Corporation (YRTC) operates national networks. Private satellite TV stations operate from bases outside Yemen. Internet use is growing, albeit from a very low base.

According to the ITU, in September 2009 there were 370,000 users, or 1.6 per cent of the population.

OpenNet Initiative, which monitors internet censorship, says filtering is "relatively broad in scope". Rebel groups are increasingly making use of the internet to air their views.

The Press

- Al-Thawrah - official, daily
- Yemen Times - weekly, English-language
- Yemen Observer - weekly, English-language
- Al-Ayyam - private, daily

Television

- Republic of Yemen Television - state-run, operates Channel One from Sanaa and Channel Two from Aden

Radio



- Republic of Yemen Radio - state-run, operates the General programme from Sanaa, and the Second programme from Aden

News agency/website

- Yemen News Agency (Saba) - state-run, English-language pages
- Marebpress - popular news site

Media in the Middle East...

Morocco suspends Al-Jazeera news channel

The Moroccan communications ministry has said its has suspended the operations of the Qatar-based Al-Jazeera television news channel in Rabat and withdrawn the accreditations of its staff. The move followed "numerous failures in (following) the rules of serious and responsible journalism," the ministry said. The authorities took exception "to the way Al-Jazeera handles the issues of Islamists and Western Sahara", a government official who declined to be named was quoted as saying.



Rotana set for Egyptian TV channel launch

A new TV channel is set for launch in Egypt by Rotana in a bid to strengthen the group's presence in the Egyptian market. Rotana Egypt is planned to go live on January 1, and will compliment Rotana's other offerings in the country, including Rotana Cinema and Rotana Radio.

Qatar set for media law introduction

The Qatari cabinet has announced the country's new media law has been approved and is expected to be ready by the end of this year. The proposed law aims to regulate the licensing of media outlets and define the duties and conditions related to compaines in the sector.

Lebanon tops media freedom in Arab world

Reporters Without Borders has ranked Lebanon as the 78th freest country, ahead of Syria, Egypt, Jordan, Palestine and Kuwait in its 2010 Press Freedom Report. Despite the report, the country's freedom index has declined by 22% due to a number of incidents over the last 12 months.

Rolling Stone Middle East to launch in November

Dubai-based HGW Media has said the Middle East version of the Rolling Stone magazine is set for launch in November. Rolling Stone Middle East is planned to include content coverage from the entire region including Arabic and English language artists in addition to syndicated content from the US edition. It will also focus on content randing from regional and international culture to movies, events and current affairs.

