
Storytelling in the new world order

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PUBLIC RELATIONS CONSULTANTS
ASSOCIATION OF INDIA

All narratives and content have a structure

PPTs

Speeches

Songs

Ballads

A skilled person who uses AI will always do better than a person who doesn't use AI.

The Hollywood strike

Stories and narratives can never be commodity, the narrator can make them so.

Believability, Trust, Nationalism

Theme of 2023 trust report – Navigating a polarized world

2022 Theme The cycle of distrust

2021 Theme Business Most trusted

2020 Theme Trust Competence and Ethics

2019 Theme Trust at Work

Trust scores 2023

Trust In	Global %	India %	India Difference % 23 vs 22
Business	62	80	+2
NGOs	59	74	(1)
Government	51	76	(2)
Media	50	62	(4)

Whom do people trust?

Low 3 Industries

Social media

Financial services

Energy

High 3 Industries

Technology

Education

Food and beverages

Whom do people trust?

Low 3

Government leaders 41 %

Journalists 47 %

CEOs 48 %

High 3

Neighbors 63 %

My CEO 64 %

My work colleagues 73 %

Ten Most patriotic countries

% citizens who believe their country is the best

1. USA 41 %
2. India 35 %
3. Australia 34 %
4. UAE 27 %
5. Saudi Arabia 25 %
6. Thailand 25 %
7. Philippines 15 %
8. Indonesia 14 %
9. UK 13 %
10. Denmark 13 %

India has 80 million “influencers”

**India has many celebrities
Those who count...**

500 actors

200 cricketers

250 TV personalities

250 Others

Only 135 million Indians
read English

The future is E + vernacular

Your challenge

Message	+ ve	Why? Style? Future is a concern?	Natural fit
	-Ve	Serious thinking is needed Reset the communication baseline	Puffery You have one strike
		- ve	+ve
		Tone	

Different media carry different parts of a narrative

Orchestrating in reasonable time

The apology is a social media phenomenon

Apologies are compulsory, how does one deliver them, how does one accept them, its an apology to their stakeholders.

Apology vs Acknowledgy

Brands create communities

The company brand vs the CEO brand

Power or position does not make a personal brand

Summary of my Narrative