



M.I.C.E EĞİTİMİ

Şule KADAK AKSOY

Ajans Başkanı

Sade İletişim Danışmanlığı

































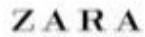












EKİM 2015





Marka & Kurumsal İletişim

01  +43% 170,276 \$m 	02  +12% 120,314 \$m	03  -4% 78,423 \$m	04  +11% 67,670 \$m	05  -10% 65,095 \$m	06  +16% 49,048 \$m	07  0% 45,297 \$m	08  -7% 42,267 \$m
09  -6% 39,809 \$m	10  +29% 37,948 \$m 	11  +9% 37,212 \$m	12  +7% 36,711 \$m	13  +13% 36,514 \$m	14  +4% 35,415 \$m	15  -3% 29,854 \$m	16  +5% 27,283 \$m
17  +16% 23,070 \$m	18  -3% 23,056 \$m	19  +6% 22,975 \$m	20  -1% 22,250 \$m	21  +5% 22,222 \$m	22  -3% 22,218 \$m	23  +54% 22,029 \$m 	24  +3% 19,622 \$m
25  -3% 18,922 \$m	26  +8% 18,768 \$m	27  +4% 16,541 \$m	28  +8% 15,267 \$m	29  +2% 14,723 \$m	30  +16% 14,031 \$m	31  +7% 13,943 \$m	32  -3% 13,940 \$m
33  +10% 13,749 \$m	34  -6% 12,637 \$m	35  -9% 12,545 \$m	36  +7% 12,257 \$m	37  -11% 11,656 \$m	38  +6% 11,578 \$m	39  +8% 11,293 \$m	40  -4% 11,278 \$m





Birlikte çalışmak ve aynı yolda olmak işin sırrı.

İletişim...



Ve başarı...



Dünden Bugüne İletişim

Eski Model

(Sosyal medyadan önce)





Yeni Model

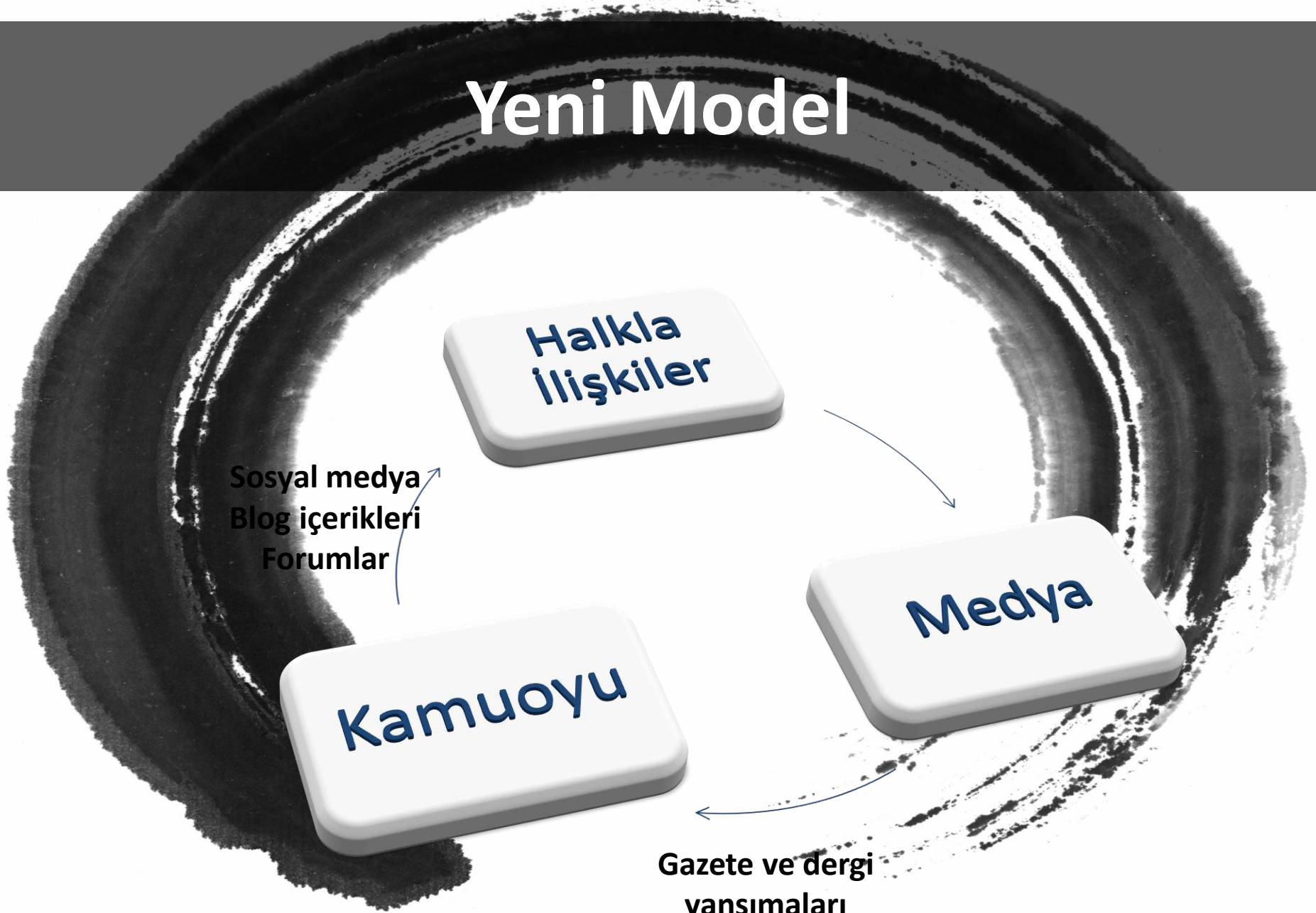
Sosyal medya
Blog içerikleri
Forumlar

Halkla
İlişkiler

Kamuoyu

Medya

Gazete ve dergi
yansımaları





MarikCaN TV





**So where are we
going next?**



Uyumayan
yeni bir devrin
içindeyiz.





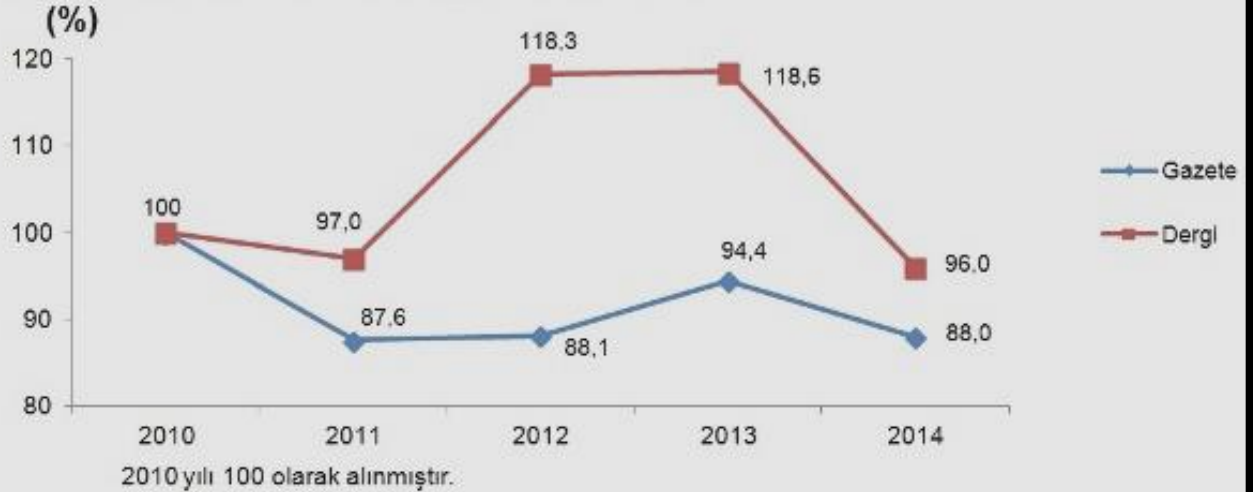
Dünden Bugüne İletişim

The science + art of making people pay attention.

www.fokusakademi.com

Medyada her gün bir deęişim söz konusu

Gazete ve dergi tirajının 2010 yılına göre deęişim oranı, 2010-2014



Halka İlişkiler Ajansları ve Kurumsal İletişim Departmanları



İşimiz sadece haber yapmak değil.



Dođru hedef kitle



Yaptıđız iř ne kadar sistematik ilerlerse ilerlesin hedef kitle yanlış seđilmiş ise kampanya otomatik başarısız olur.

Network Geliřtirmek

Tanıřtıđımız her kiřisel kontak aslında iinde bir diđer potansiyel kontađı barındırır.

3. Partilerle İletişim

Doğru iş ortakları seçmek kendi işinizin sorumluluğu kadar önemlidir.

Güven Kurmak



Çalıştığınız iş ortakları ve müşteriyile güven kurmak başarılı bir PR kampanyasının altın kuralıdır.

Sponsorluk



Dođru Kanalla Direkt Ulařım

Seçtiđimiz hedef kitleye ulařım aracımız en az hedef kitle kadar önemlidir. Hedef kitleye dođru kanalla direkt ulařım kampanyayı bařarılı kılar.

Tüm bunlar için de...

PUBLIC
RELATIONS

4M €
EARNED MEDIA

"AT THE PARIS MARATHON, IT WAS AN UNKNOWN WOMAN FROM GAMBIA WHO WAS TURNING HEADS."

CBS NEWS

"ONE WOMAN STOOD OUT FROM THE CROWD AT THE PARIS MARATHON."

euronews

"THE IMAGE OF THE WEEKEND. HUGE RESPECT FOR HER."

WORLD

"SHE HAS CAPTIVATED CROWDS."

INTERNATIONAL BUSINESS TIMES

"HER PARTICIPATION IMPOSED ITSELF IN WORLD NEWS."

LETICARO

25M
IMPRESSIONS

"A WOMAN WITH 20KG WATER ON HEAD DELIVERS A BEAUTIFUL MESSAGE."

THE HUFFINGTON POST

"SHE RAISED AWARENESS THROUGHOUT THE WORLD."

"ONE STRONG MESSAGE
AMONG 54,000 MARATHONERS"

ITROVE

"THE WOMAN THAT MOVED PARIS."

WIREIMAGE

"THE REAL WINNER OF THIS MARATHON IS HER!"

GRAZIA

**IN AFRICA,
WOMEN WALK
THIS DISTANCE
EVERY DAY
FOR CLEAN
WATER**



PRESENTS

THE MARATHON WALKER

To raise awareness about the long-distance African women who walk every day for clean water, we partnered with Water for Africa and asked an unknown woman from Gambia, Sidiqatu Dialla, to steal the attention during one of the biggest sporting events in France: the Paris Marathon.

Sidiqatu participated with a 20L jerrycan on her head and a sign on her back.

"In Africa, women walk this distance every day to get clean water. Help us shorten the distance."

People were directed to go to these phone numbers to donate money and shorten the distance between African villages and sustainable water sources.

Sidiqatu's moving story captured the attention of worldwide media and her story became the #1 trending topic in France over the marathon and even the marathon's winner.

One hour after Sidiqatu finished her symbolic race, we selected enough funds to build the first borehole in her village. In just 2 weeks, the campaign has allowed us to start the construction of 4 more boreholes, and changed the lives of thousands of African people. And this was just the beginning.



Inspiring women all over the world to #ChooseBeautiful

Recent research revealed that only 4% of women would choose the word beautiful to describe themselves. Dove set out to change that. Starting on a journey in San Francisco, Bangkok, Delhi, London, and Sao Paulo, we threw women making a conscious public decision, 'Beautiful or Average?' Observing and interviewing

women about their choice, Dove began to change the conversation. On-line we asked women to answer the same challenging call to action and make their choice. Every woman who chose beautiful after watching the film drove a global counter on Tumblr up. Using data to drive it forward, we provided

a trigger to stimulate change. Women all around the world felt empowered to recognize their beauty, and Dove turned an inspirational social experiment into a global movement.



Results After 2 Weeks



4 BILLION
Media Impressions



Over **100MM**
Views



3.4MM
Site visits



125K
Social Mentions



98%
Positive Sentiment



375K
Women Chose Beautiful

The New York Times

The New York Times

Dove's commitment to women continues to evolve with new "Choose Beautiful" campaign

Choose Beautiful celebrates beauty as a personal, universal choice

Mashable

Powerful Dove experiment shows how women can choose to feel beautiful

40.9k



Your face don't define you and they shouldn't stop you from feeling beautiful. Every woman should #ChooseBeautiful. bcjw/1GyGc7v



New Dove video encourages women around the world to see themselves as beautiful. [ow.1v/Lm9DSv](#) @WomenInTheWorld #ChooseBeautiful



Location	Views
Dove Choose Beautiful Women all over the world make a choice	8,341,180
Dove: Escóloa Borta	8,956,607
Dove: Edge Series: Bala	6,703,254
Dove: Edge Series: Bala	8,903,123







THE COMEBACK OF THE SINGER WHO LOST HIS VOICE

1 concert. Over 40,000 singers

How can a team make 1 million people part of their love to create their class? Instead of making an investment education campaign, we made an unprecedented 96 event bringing back the artists from level Rock Star (Pedro Suárez Vega).

Ultimately, with 200,000 copies of Over this, a real model of social business.

Imagine a singer who can not sing any more. How imagine him making the biggest concert in the history of Peru, in which he contributed the music and the crowd wants to sing.

The concert was a hit in every possible way and the best part was to see the legend emerge again.



BBVA Continental

"VOLVO AMBUSHES COMPETITION WITH INTERCEPTION CAMPAIGN"

The New York Times



THE GREATEST INTERCEPTION EVER.

HOW DOES VOLVO COMPETE WITH THE OTHER CAR BRANDS AND MILLIONS SPENT ON COMMERCIALS DURING THE SUPER BOWL? WE DON'T. WE STEAL IT. It was called the Greatest Interception Ever. Their commercials gave you a chance to win a Volvo XC60 for someone you love just by tweeting their name to Volvo during any car commercial.

With up to 2,000 tweets per minute every time their commercials aired, we changed the Super Bowl conversation from one :30 second roar to an ongoing conversation about Volvo that lasted the entire game. We were the only car company to trend both nationally and globally and the XC60 had a 70% sales growth in the month following the game.

FEATURED ON:

THE WALL STREET JOURNAL

The New York Times

JIMMY KIMMEL LIVE!

ADWEEK

Hollywood



REFINERY29



c|net

80 STORES GENERATING APPROX. 251,050,499 MEDIA IMPRESSIONS - 6-MINUTE SEGMENT ON JIMMY KIMMEL, ON-AIR REACH OF 4.6M / YOUTUBE REACH OF 5.2M / SOCIAL REACH OF 722K VIA KIMMEL TWITTER





Püf Noktaları Neler?

Bir basın toplantısı neden yapılır?



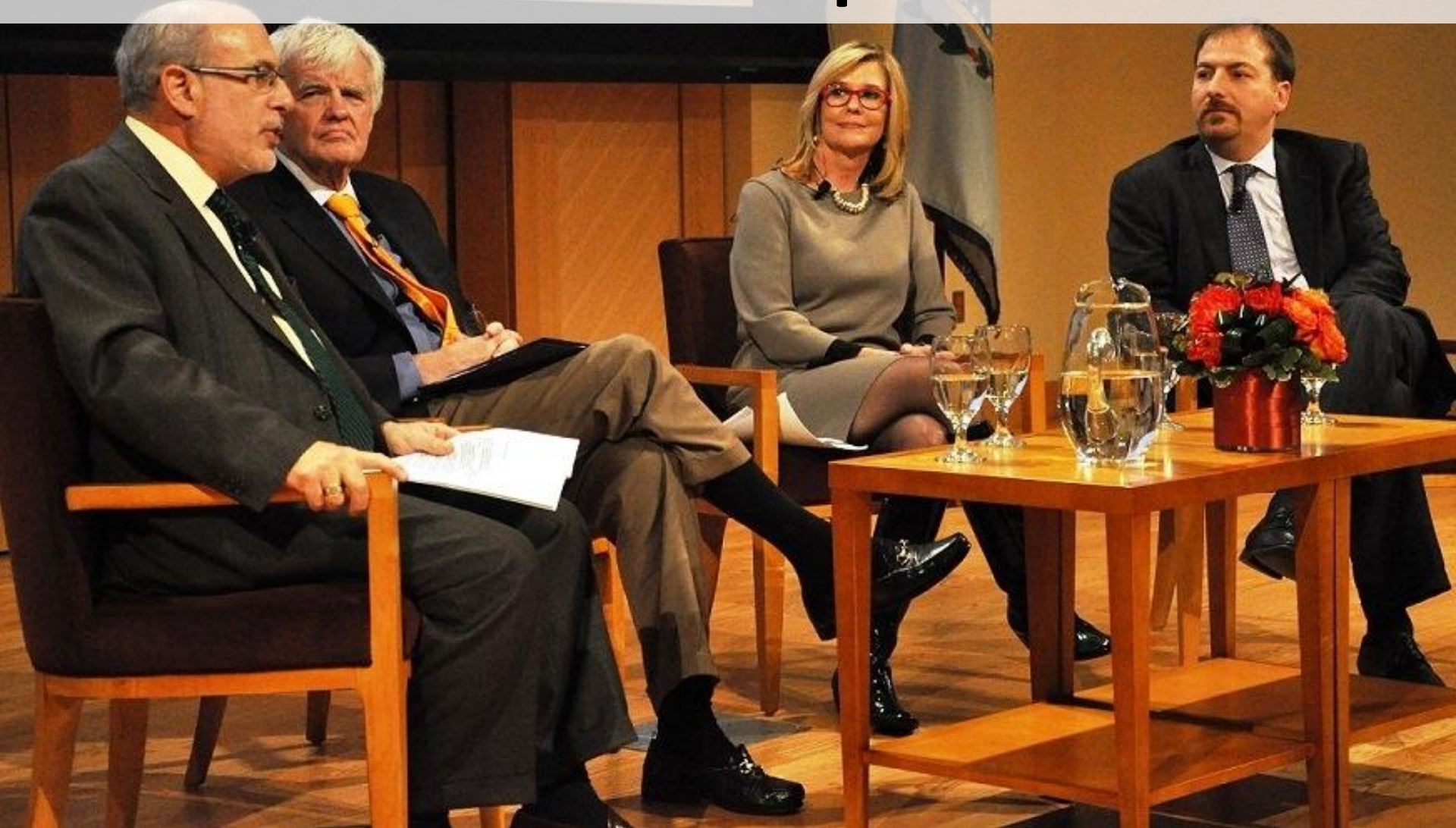
Haber Deęeri

Yaziyooooor .. Yaziyooooooooor!

Gündem Analizi



Basın Toplantısı Mekan, Zamanlama ve Sözcü Tespiti



ve Konu Yönetimi



Medya İletişimi



Pension
Rule May
Wipe Out
Equity

"I think we're all familiar
with that big nuclear
Boston Light
No. 1"

ent with

Lider İletişimi



Teşekkürler

SADE



[@Sadeiletisim](#)

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