

VIRTUAL GLOBAL STUDY – WINTER 2021 PRAD 384 International Public Relations

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Nur Uysal has been teaching the PRAD 384 International Public Relations course for seven years. She was very excited to incorporate the Virtual Global Study aspect to this course. It was a wonderful opportunity for connecting classrooms to the real world. Especially, during this difficult pandemic time, it was crucial for DePaul students in the dynamic field of public relations to closely follow the recent trends and innovations around the world. In this course, she has developed a quarter-long course client project that allow students to collaboratively work in teams to address a real-life problem of international client, mirroring professional settings.

Students had the opportunity to closely work with the client and develop a public relations campaign. Additionally, the course incorporated several interactive international activities into the content this quarter such as international guest speakers. For example, in week 8, two guest speakers from Brazil: [Arianna Ortolani](#), Partner & Head of PR, and [Vania Gracio](#), CEO and Partner Director, at [Sing Communications](#) in Sao Paulo. They are the official PR agency of many global brands such as Tinder and Acer computers. They held a workshop walking student through their most recent PR campaign for Tinder in Brazil. In Week 6, a PR professional and researcher from Russia, Anna Kochinga, explained the current PR practices in Russia and shared her insights into Russian social media and influencer marketing. Each module focused on public relations practices in a specific part of the world such as South Asia, Eastern Europe, and Middle East. Through the Virtual Global Study initiative, students were able to directly hear from professionals working in these regions and ask questions during synchronous meetings.

Launching new music app in Brazil

Strategy for Influencers – Example:

- **Influencer's campaign:** a kit of gifts and souvenirs for "Shine on Apps Challenge" will be distributed to the press, along with selected Artists/Influencers. How it will work:
 - ✓ In the official launch day, **big celebrities/influencers** hired by the app, in addition to **medium and small digital influencers and journalists**, will receive the kit inviting them to download the app and be part of the competition.
 - ✓ One of the hired influencers, like **Anitta**, will post a challenge and encourage her followers to post her videos on the app. She will choose her favorite video and the creator will propose the next challenge for another big influencer, like Whindersson Nunes, for example.
 - ✓ The "Shine on App" kit will bring the hashtags and the following gifts:
 - Temporary hair spray + Shining t-shirt with app logo
 - Eye lashes + Eyeglasses + app stickers, Male Branie

TM A
App logo
ROCK STAR

App logo

App logo

Launching a new music app in Latin America

Strategy

- **Soft-launch celebration:** press release distribution announcing the influencers campaign in Mexico, as an "opening show" prior to the official launch in Brazil and other countries in Latin America. Press release in Portuguese and Spanish to be distributed in the same day.
- **Online press conference:** journalists from Mexico and Brazil will be invited for an online press conference for the official launch of the app with the following speakers:
 - ✓ App's CEO* – to present launch plans, growth in other markets, investments in Latam, local partnerships
 - ✓ Artists who are on the app* – benefits for the music industry
 - ✓ Local spokesperson* – representation in the region, target audience, local deals and artists
 - ✓ Q&A session with journalists

* All speakers presentations must be previously recorded to avoid interruptions due to connectivity problems. Just the Q&A session will be live