



CONSUMER PR

The Global Music Streaming Company Re-Launches in Turkey



Objectives

Deezer was relaunching in Turkey with the goal of expanding its subscriber base and boosting the number of downloads. The company was eager to enhance its visibility among the target audience.



Challenges

Deezer's re-launch coincided with the onset of the pandemic. Moreover, the Turkish market was heavily dominated by Spotify, making it challenging for even journalists to embrace a new brand.



Solutions

The agency adapted by shifting all their planned activities to digital platforms, with a focus on targeting consumers and establishing strong bonds and positive relationships with journalists. Emphasizing the benefits of the product, they primarily targeted online publications to ensure a broader reach.

RESULTS

9 billion reach

The agency achieved remarkable success, garnering over 1500 pieces of coverage, which collectively reached an audience of nearly 9 billion through press releases, product reviews, lifestyle content, and features.

Award winning idea

The innovative consumer campaign planned for the entire MENAT region in 2021 earned them the prestigious "Most Creative Idea" award, further solidifying their reputation for ingenuity and excellence.



STAKEHOLDER MAPPING

A global digital platform launching a FinTech product



Objectives

:A global digital platform planning to launch their fintech product internationally was looking for key stakeholders in the space of financial regulation, law enforcement and trade associations for future relationships building in key markets.



Challenges

The challenge of the project was the very strict deadline and confidentiality. The brand wanted a detailed information on the background, interests and comments on certain topics. The report was to be prepared in 1,5 weeks.



Solutions

GIS Consult team prepared a list of 60 influential including government people, NGO's, academics, journalists and bloggers including their backgrounds, policy related activities, views on certain topics, position, networks with their relevance score. The report also included the significant events as well as an evaluation of the market in Turkey in the executive summary.



CORPORATE COMMUNICATIONS

New business association is looking for awareness



Objectives

:Private Label Association of Turkey (PLAT) has established and strategic corporate comms needed as well as public affairs and leader positioning.



Challenges

The primary challenge revolved around the swiftly evolving national agenda, aiming to position PLAT as a prominent thought leader in its field, while tactfully avoiding involvement in contentious debates within the volatile economic and politically polarized environment of the country.



Solutions

GIS Consult embarked on a journey from the ground up, crafting a comprehensive strategic communications plan that later evolved into a guiding master plan. Initially, the association's executives underwent media training to adeptly navigate media relations. Subsequently, a refined launch reception was flawlessly orchestrated, graced by the presence of trade media, and the association's spokespersons were strategically positioned according to their respective expertise.

RESULTS

Policy Leadership in Just One Year

Within a year, PLAT achieved a remarkable feat by emerging as the preeminent association within its sector, boasting a strong reputation and influential role in shaping policy decisions.



Esin Attorney Partnership.

LEADERSHIP COMMUNICATION

A global law firm needs leader positioning and media relations



Objectives

Esin Attorney Partnership boasts a dedicated team comprising eleven partners and over 70 lawyers, all adeptly offering legal counsel. A core objective of the company is to strategically position its executives according to their individual areas of expertise.



Challenges

GIS Consult identified a notable issue stemming from the substantial number of executives, which led to confusion within the press regarding appropriate positioning. Furthermore, a revision of messaging was deemed necessary due to operational adjustments, including the establishment of a global partnership.



Solutions

Conducting internal interviews with the executives, GIS Consult crafted a spokesperson mapping strategy to outline a clear roadmap. Thoroughly identifying messaging for each executive in alignment with their respective expertise, the commencement of media communication activities ensued. Numerous networking meetings and exclusive panel discussions were organized, facilitating interactions with key media figures.

RESULTS

Becoming a reliable source

In just three months, Esin Attorney Partnership swiftly established itself as a reliable and credible source for pertinent media outlets seeking expertise in legal counseling and M&A matters.



CORPORATE COMMUNICATIONS

A prominent real estate fund is gearing up to launch its new products.



Objectives

One of Turkey's top real estate funds, Omurga Capital, had initially planned to introduce its real estate funds in 2017. Since then, the company has not only unveiled new real estate funds but has also announced forays into venture capital investment funds.



Challenges

Omurga Capital's initial requirement centered around building reputation and generating awareness about the team's extensive expertise in their respective domains.



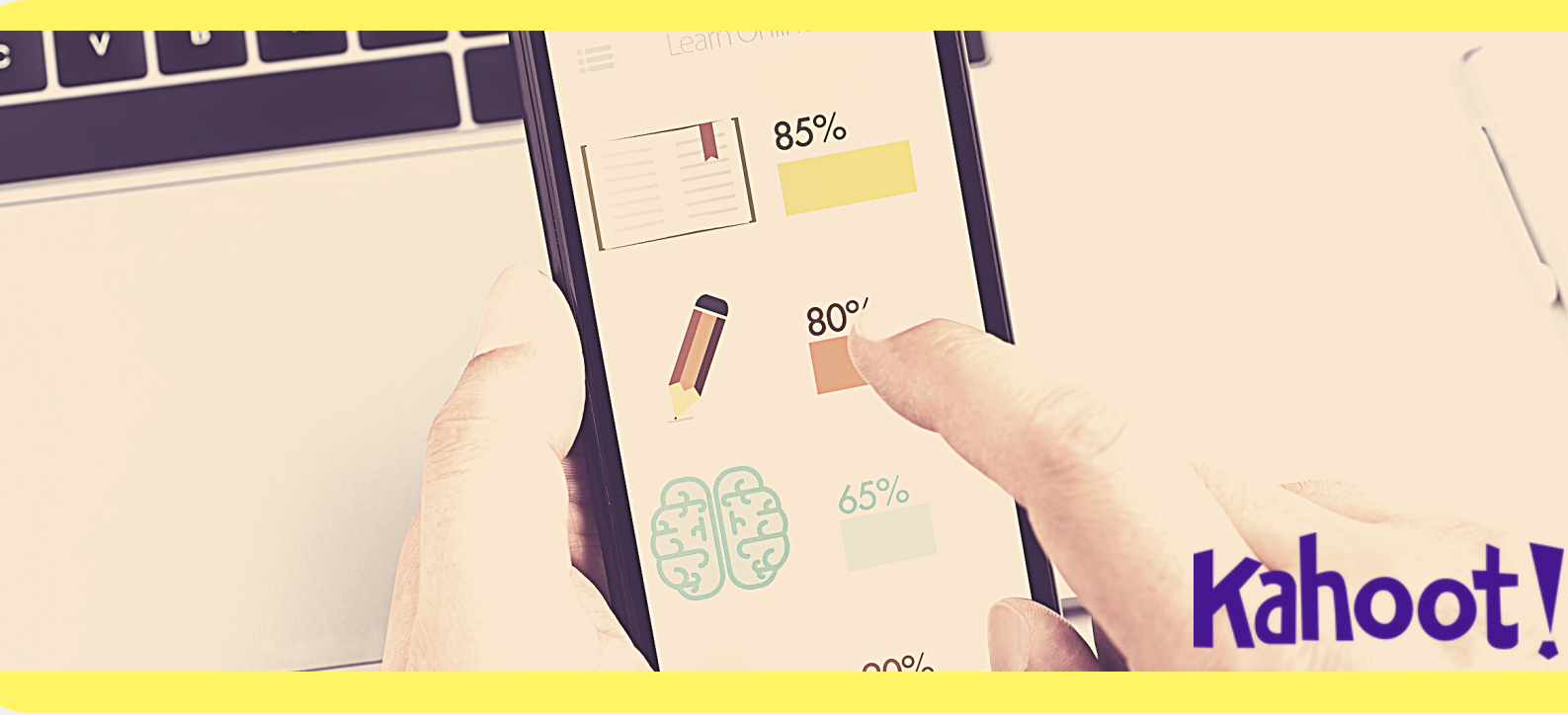
Solutions

Over a span of two years, a comprehensive strategy was employed by the GIS Team to fulfill Omurga Capital's objective. This involved orchestrating 2 press conferences, conducting 25 interviews for both print and TV media, and facilitating numerous networking sessions with business journalists. As part of the overarching "Our Strong Team" strategy for Omurga Capital, the GIS Team recommended the regular publication of biweekly columns within prominent financial publications to further bolster the firm's presence and influence.

RESULTS

Thoughtleadership acquired

Omurga Capital effectively transformed into a reliable and respected resource for financial media. The executives of Omurga were strategically positioned as seasoned consultants within the finance market. The achievement of successful brand positioning was the result of employing various tactics, such as engaging in print and TV interviews, fostering connections with finance and real estate columnists through networking, and capitalizing on speaking opportunities to further solidify their presence.



CONSUMER PR

Turkey Launch of the Education App



Objectives

Kahoot! was introducing its application in the Turkish market alongside other markets including Japan. Our objective revolved around orchestrating a successful launch and generating significant brand excitement.



Challenges

The most significant challenge stemmed from the fact that the client lacked a physical presence in Turkey. This raised concerns during the launches, prompting questions about the brand's commitment to the market and the absence of a local office establishment

Furthermore, the absence of a physical spokesperson posed a challenge for communication endeavors.



Solutions

To address this, we meticulously designed our activities for written and online platforms. We initiated the campaign with a press release announcement, strategically reaching out to a broad spectrum of press outlets. Additionally, we organized two distinct written interviews with different types of media, ensuring the messages were tailored and effectively conveyed.

RESULTS

149 pieces of launch coverage

Out of the various countries where the local app was simultaneously launched, the activities conducted in Turkey yielded the most favorable outcomes in terms of both quality and quantity. A remarkable 149 pieces of coverage were secured, reaching an impressive audience of nearly 20 million.



DIGITAL PR

Energy Industry Leader Seeking Enhanced Online Media Exposure



Objectives

A major energy corporation aimed to expand its reach to advocate for the energy it generates. They sought digital advertising solutions for their Twitter and Facebook accounts.



Challenges

The subject matter was highly technical and specialized, resulting in content that wasn't particularly engaging for the average social media user.



Solutions

The digital team meticulously curated the target audience for the content and platforms, employing a gradual approach to achieve escalating reach objectives. We successfully exceeded our assigned targets by tripling the expected results.

RESULTS

10 k new twitter subscribers in 10 months

We managed to acquire 10 k new twitter subscribers as well as 154 k tweet engagement and 1,5 million video views.

10 million Facebook impressions

We achieved 10 million FB views, almost 9 million unique user reach and acquired more than 5k new subscribers.



INFLUENCER PR

Tourism Office Seeks to Enhance Destination Promotion



Objectives

The Tivat Tourism Office in Montenegro sought Instagram influencers from Turkey to collaborate and promote their destination.



Challenges

Montenegro is a well-liked destination among Turkish tourists; however, Tivat hasn't been a prominent choice, particularly for luxury tourism. The client's aim was to expand their reach by engaging with a broad audience, and they aimed to collaborate with prominent influencers who boast substantial followings in the millions.



Solutions

We advised the client to partner with niche influencers who specialize in travel and tourism. Our strategy focused on reaching a smaller, yet more engaged audience with a higher likelihood of actual travel. The influencers we carefully chose are recognized within the traveler community, and their recommendations hold significant value for their followers. This approach aimed to cultivate more authentic and impactful promotional content for Tivat.

RESULTS

400 k reach

Through the collaboration with two travel influencers who explored the Tivat region, an impressive outreach of over 400,000 Instagram users was achieved. These influencers actively engaged with their audience by sharing numerous stories, along with one post and two reels highlighting their experiences in the area. This multifaceted approach effectively showcased the beauty and attractions of Tivat to a wide and engaged audience.



NON PROFIT ORGANISATION PR

Sexual and reproductive health and rights platform



Objectives

The primary goal of the CISU Platform is to advocate for equitable access to sexual and reproductive health and rights (SRHR) information, as well as SRH services, for all individuals in Turkey. The PR objective was to increase awareness on the matters.



Challenges

The CISU Platform produces reports derived from monitoring outcomes, research discoveries, and policy suggestions. Unfortunately, the conservative nature of mainstream media has led to a lack of coverage on matters related to sexuality. Additionally, news critical of the government has faced censorship.



Solutions

To amplify engagement in online media, strategic use of trending keywords was employed to capture the current agenda. Notably, messages backed by factual data garnered significant interaction.

RESULTS

Almost 7 millions impressions

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TOURISM PR

B2B and media event for a destination PR



Objectives

The Tourism Offices of Podgorica, Tivat, Budva, and Bar in Montenegro were seeking to enhance their collaboration with Turkish agencies and to more effectively showcase Montenegro as an enticing destination. Their goal was to showcase Montenegro as a multifaceted destination beyond just a summer holiday spot.



Challenges

Despite Montenegro's existing popularity among Turkish travelers and agencies, it was largely recognized solely as a summer getaway with its stunning beaches and coastline. The Montenegro tourism authorities aimed to broaden this perception by highlighting the country's diverse offerings, including winter sports, historical sites, adventure sports, and MICE (Meetings, Incentives, Conferences, and Exhibitions) opportunities.



Solutions

To effectively tackle challenges and attain the set objectives, a strategic approach was employed, encompassing two distinct events: a press meeting and a B2B tourism agencies gathering. For the B2B event, an agency presentation was scheduled, followed by one-on-one networking opportunities to foster connections among participants. Simultaneously, a press meeting was arranged, accompanied by written interviews to extend outreach to a broader audience. Furthermore, a press release was disseminated to enhance visibility and publicity. This well-rounded approach aimed to maximize exposure and engagement for the Montenegro tourism offerings.

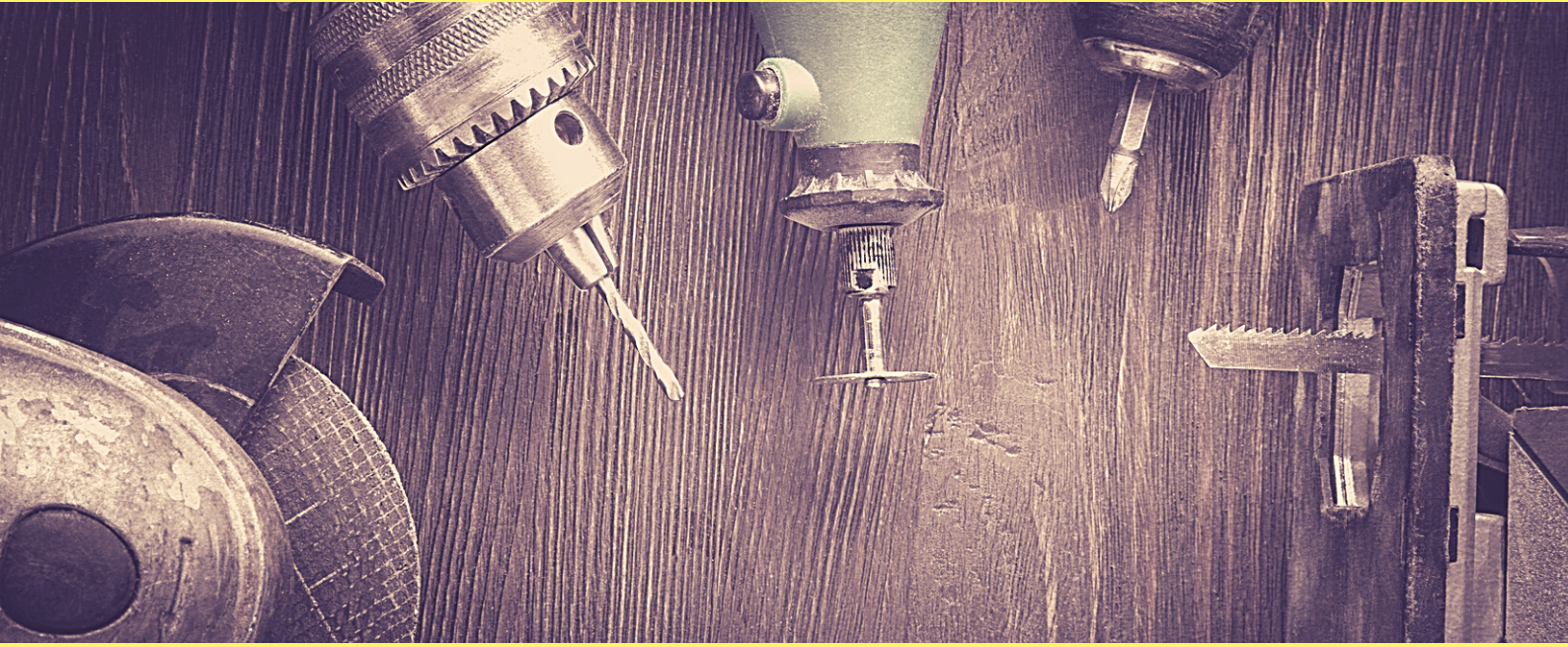
RESULTS

42 pieces of coverage

During the press event we hosted 19 journalists from 15 publications. we received 42 pieces of coverage where 3 of them are from printed publication and 39 online. Most of those publications are tourism focused outlets. And the rest are economy and business publications.

120 new business connection

The B2B event hosted 120 people from tourism agencies which resulted in increased MICE and closed groups traveling to Montenegro.



MARKET RESEARCH

Energy Industry Leader Seeking Enhanced Online Media Exposure



Objectives

The Ukrainian businessman aimed to venture into the Turkish power hand tools market. They sought comprehensive research on the domestic Turkish market concerning the manufacturing, sales, and servicing of power tools for construction purposes. Additionally, they were interested in exploring potential go-to-market strategies within the local market.



Challenges

The challenge lies in the fact that the power hand tools market represents a highly specialized niche within the vast "hardware" market. Furthermore, there is a scarcity of available data pertaining to this sector in Turkey.



Solutions

With our team of skilled marketing experts, journalists, and academics, we meticulously compiled a comprehensive report. This document primarily delves into the overall landscape of the market, while also addressing pertinent queries regarding market entry strategies, establishment of sales and service channels, legal prerequisites, key entities, and notable figures. The report thoughtfully outlined the competitive landscape within the market, key strategies employed, and prevailing buyer trends.

This comprehensive document serves as a valuable guide, providing insights and strategies for penetrating the Turkish power hand tools market, addressing challenges, and leveraging opportunities effectively.