



Burson-Marsteller

WHAT INFLUENCES THE INFLUENCERS?

Five take-aways from the
ComRes / Burson-Marsteller
EU Media Poll 2016

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ONE

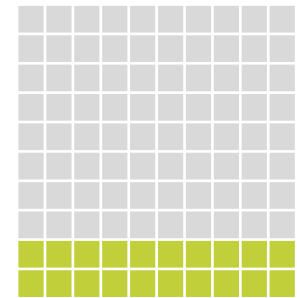
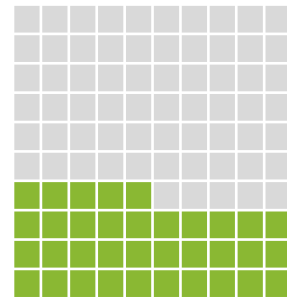
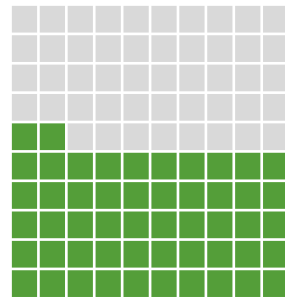
**Social media is a key
source of information**

WHAT INFLUENCES THE INFLUENCERS?

ONE

Social media is a key source of information

Social media channels used by European influencers at least once a day

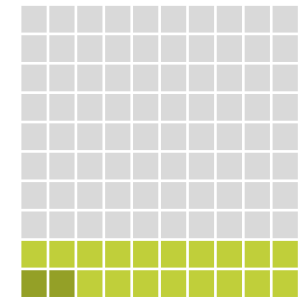
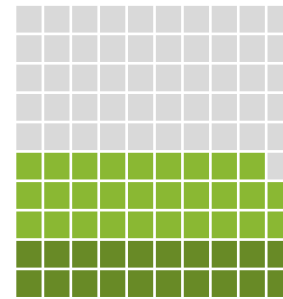
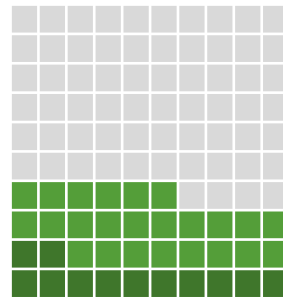


WHAT INFLUENCES THE INFLUENCERS?

ONE

Social media is a key source of information

Social media channels seen as 'very influential' or 'fairly influential' by European influencers





WHAT SHOULD YOU DO?

Make your voice heard

Ensure you have a social media presence and the skills to manage it

Have a social media strategy

Twitter, Facebook becoming 'one-stop shops' for news and information – tell your story on social media

Use videos to get your message over

Videos on social media are increasingly important in communicating with and influencing EU influencers





TWO

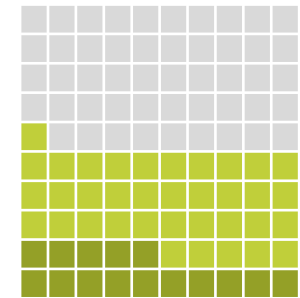
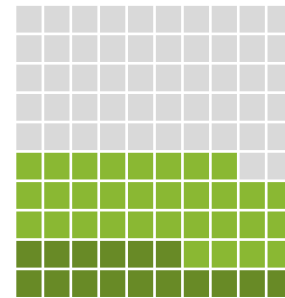
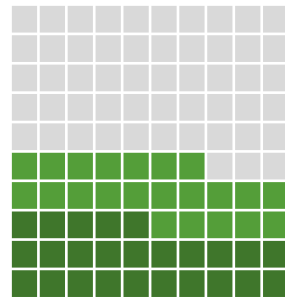
**Established media
remains influential**

WHAT INFLUENCES THE INFLUENCERS?

TWO

Established media remains influential

Media channels seen as 'very influential' or 'fairly influential' by European influencers





WHAT SHOULD YOU DO?

Use power of 'transnational' media

Coverage in the FT, Economist or on the BBC reaches a large audience with a transnational message

Integrate social media into media plan

Journalists from traditional media are often major online influencers – seek to engage them via social media

Be relevant and interesting

Ensure that your story matches these media's news agenda and give them a new or surprising angle



THREE

**National media has lower
impact with EU influencers**

WHAT INFLUENCES THE INFLUENCERS?

THREE

**National
media has
lower impact
in Brussels**

0

**national outlets register among
most important media for news
on EU issues for EU influencers**

<5%

**cited any national outlet as a
weekly-read or influential source
of EU news**



FOUR

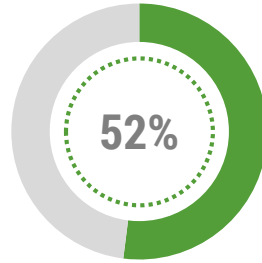
**POLITICO is good for
visibility in Brussels**

WHAT INFLUENCES THE INFLUENCERS?

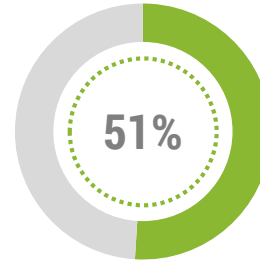
FOUR

**POLITICO is
good for
visibility in
Brussels**

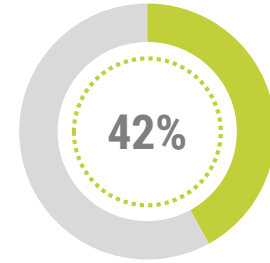
Media read at least once a week for news on EU issues



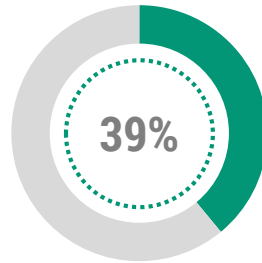
POLITICO



BBC



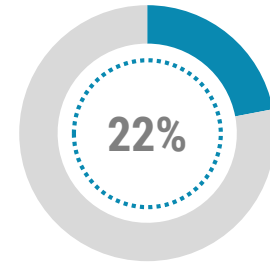
EurActiv



FT



Economist



EUobserver



WHAT SHOULD YOU DO?

Understand the change

POLITICO has made a big impact with a 'newsier', less process-focused approach to EU information

Tell your story

Develop a narrative about your organisation's purpose and goals to complement your lobbying campaigns

Reach the influencers

Around 20,000 people receive the Brussels Playbook daily – a key opportunity to get your message over





FIVE

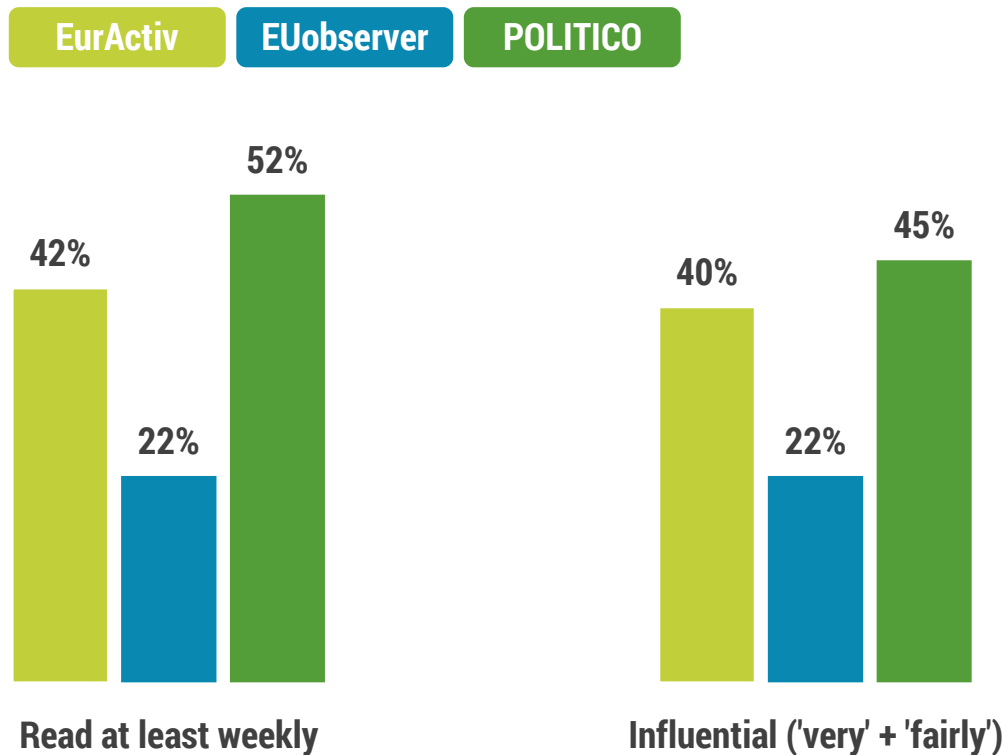
**EU specialist media
remain key players**

WHAT INFLUENCES THE INFLUENCERS?

FIVE

**EU specialist
media remain
key players**

How frequently do you read the following media, and how influential are they?





WHAT SHOULD YOU DO?

Get the right mix

Mix POLITICO's 'newsier' approach with EurActiv's policy focus to get your messages across

Use editorial content and advertising

Mix your media relations work with paid, multi-platform advertising on EurActiv, EUobserver or POLITICO

Meet the specialists

Work with us to get to know the specialist journalists covering your policy area



BURSON-MARSTELLER BRUSSELS

HOW WE CAN HELP COMMUNICATIONS SERVICES

Strategy development
Ongoing strategic advice

Monitoring
Messaging

Written and video newsletters
Publications

Website structure and content

Writing/pitching press releases and opinion articles

Positioning
Crisis preparedness

Media audits
Media relations

Organising interviews
Press conferences and press trips

Infographics
Audiovisual production

...plus integrated communications services across our EMEA and global networks



BURSON-MARSTELLER BRUSSELS

HOW WE CAN HELP COMMUNICATIONS TRAINING

Social media training
Presentation training
Writing training
Press release training
Media buying training

Media training
Audiovisual training
Telling your story
Messaging training
Crisis preparedness and management training

...and more

Find out more about how we can help you

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