

# Public Relations in the Oil and Gas Industry

Tehran – July 18 & 19, 2017  
Course leader: Bert Regeer



# WELCOME AND AGENDA

## **Day 1 morning**

- Fundamentals of public relations
- Working in a changing landscape

## **Day 1 afternoon**

- Make it stick...
- Overview of disciplines

## **Day 2 morning**

- Bring business themes to live
- Building the annual plan

## **Day 2 afternoon**

- Crisis management
- Crisis management – the exercise

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# FUNDAMENTALS OF REPUTATION MANAGEMENT

# THE VALUE OF GREAT BRANDS

**BrandZ portfolio performance against the S&P 500**

Total returns (%)



Based on the Top 100 brands for each year, with the portfolio amended at the start of the corresponding year

Sources: Millward Brown Optimor, Bloomberg

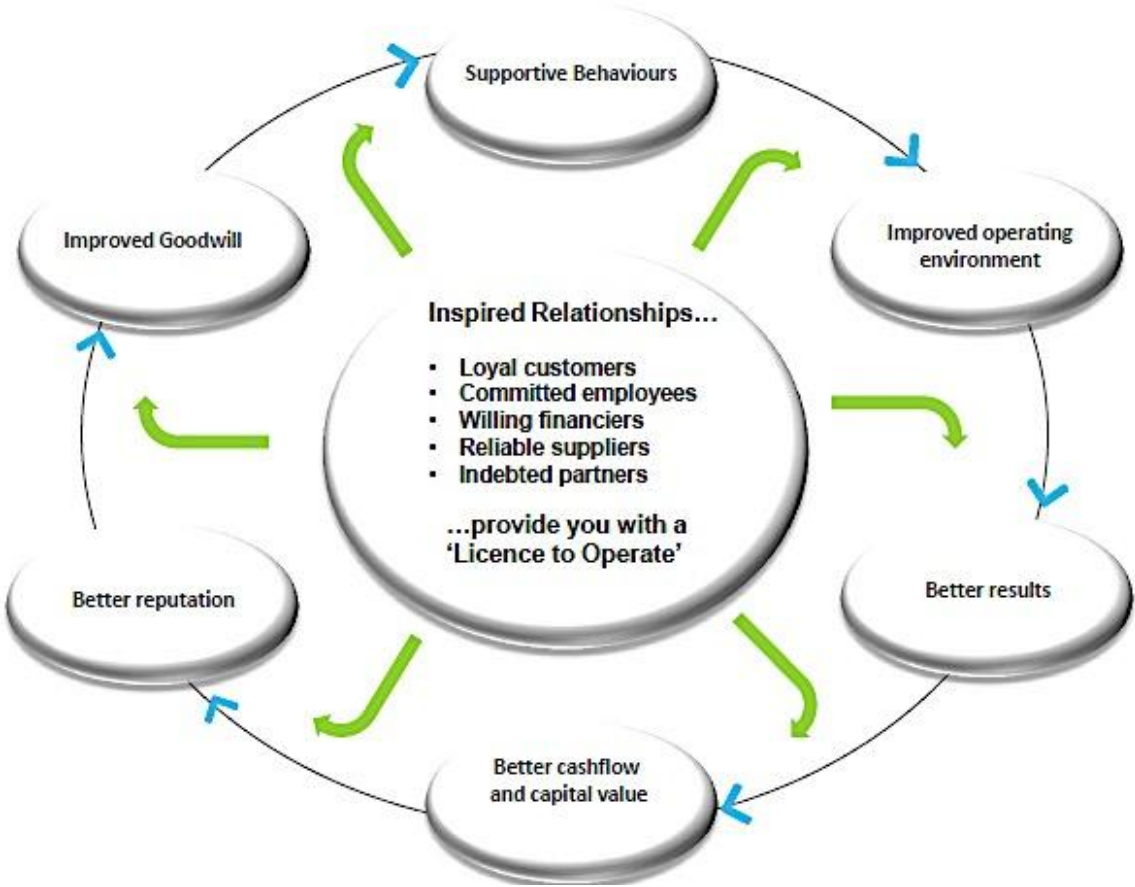
# WHY IT MATTERS

Reputation is an emotional bond ensuring that...

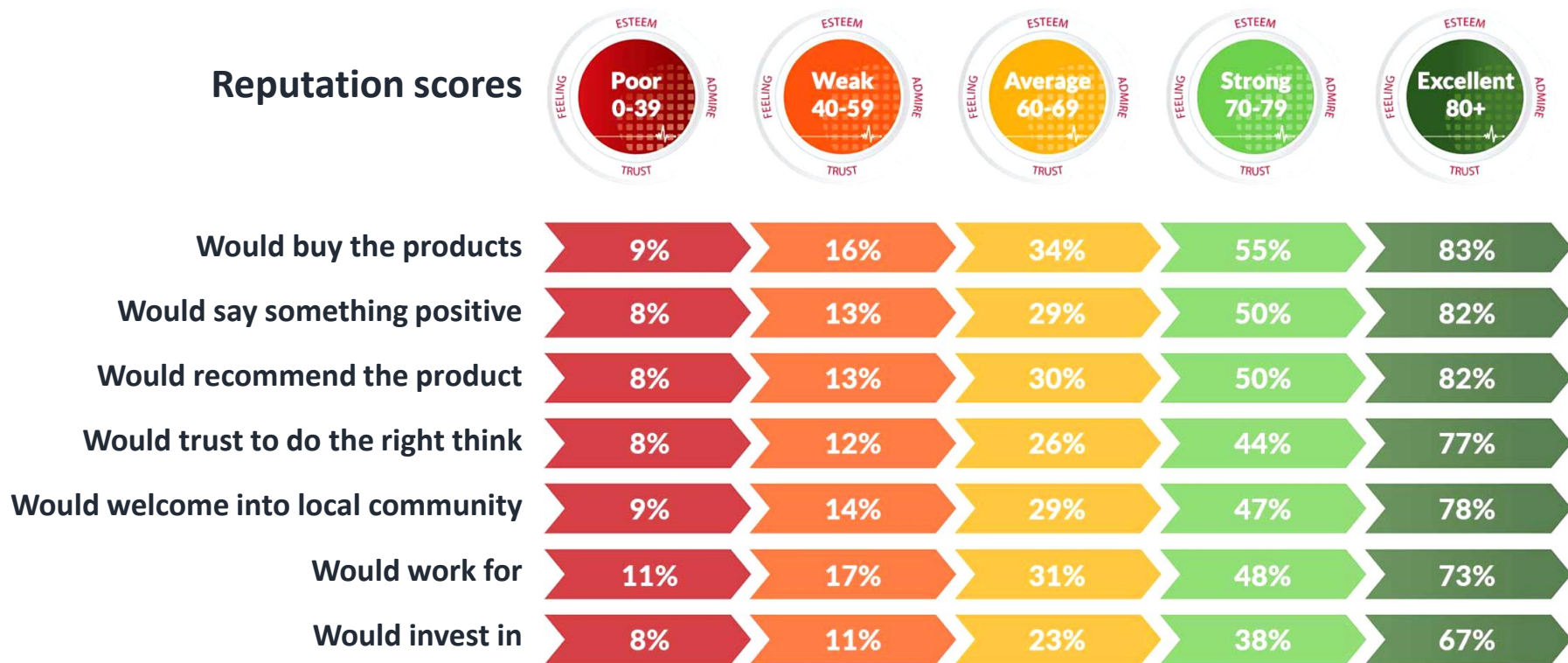
- Consumers have a desire to do business with you
- Consumers are willing to pay a premium and recommend you
- Employees have a pride in working for you and act as an ambassador
- Investors have the confidence to put their money with you
- Journalists tell a fair and complete story about you, and will ask your comment prior to publication
- NGO's are willing to work with you



# ADDED VALUE FOR BUSINESS



# STRONG REPUTATIONS GET STRONG SUPPORT



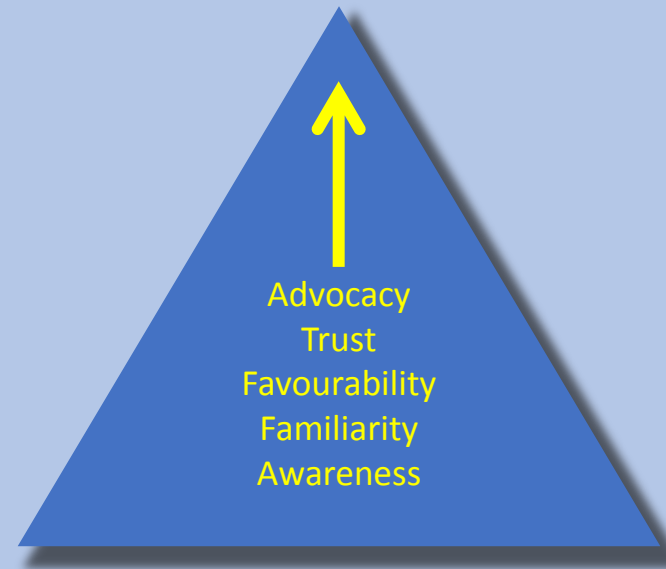
# DEFINITIONS

IMAGE	External impression of a person, organisation or product
BRAND	The intangible sum of a product's attributes: its name, its packaging and price, its history, its reputation and the way it's advertised'
IDENTITY	How you see yourself – what you are as an organisation, what you stand for and how you want to be seen
REPUTATION	Cumulative perception about the degree to which an organisation lives up to the promises it makes and acting in line with social expectations... Hence, the sum of past behaviour
TRUST	Expectation of future behaviour based on past performance



# BRAND AND REPUTATION

- Brand is personality - *something you build*
- Reputation is character - *something you earn*
- Brand is a promise - reputation is the result of keeping that promise



# NOT ALL INDUSTRIES ARE THE SAME...

**High**  
industry reputation

Automotive



Computer



Food



**Medium**  
industry reputation

Airlines



Chemicals



Transport



**Low**  
industry reputation

Banks



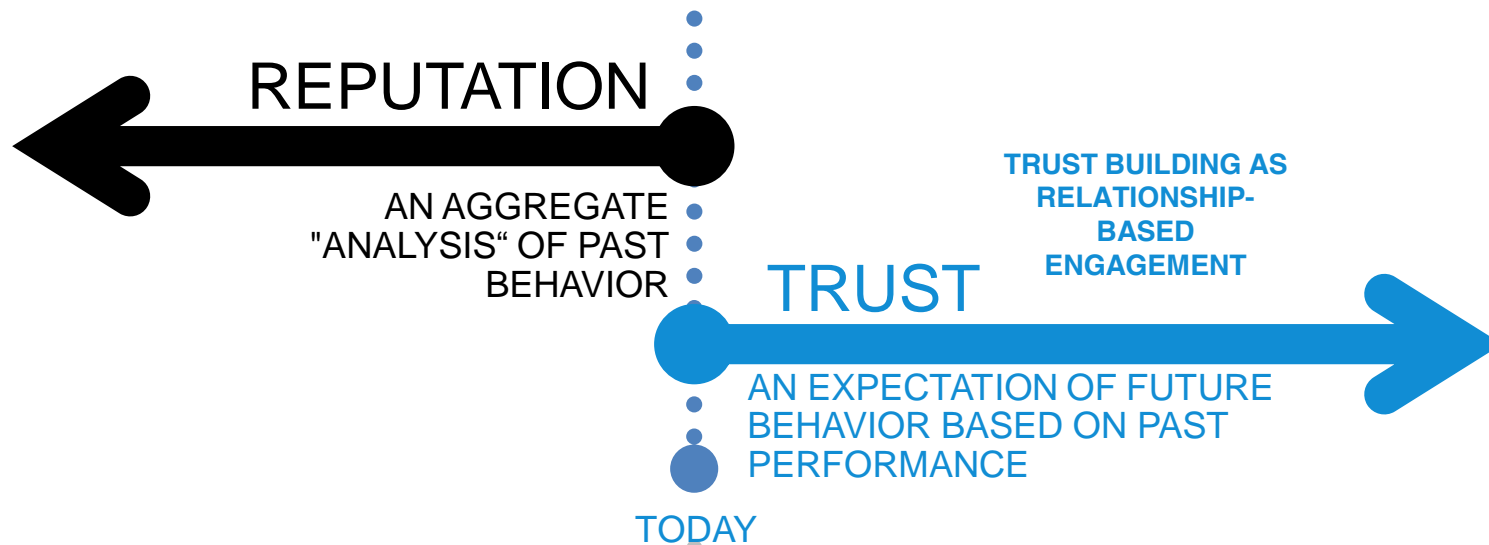
Tobacco



Telecom



# IN PERSPECTIVE...



Source: Mindful Reputation

# 'WE ARE WHAT THEY KNOW'

