



## Earned Media: Is it worth all the trouble?

Generating media coverage in today's fractured media environment is getting more and more difficult, especially for automotive suppliers and vehicle technology providers.

Why?

- There are fewer reporters covering the supplier beat, and those that do seem to have less time yet more demands placed upon them;
- Dwindling advertising spends tends to mean there is a smaller news hole to compete for in your key target media outlets; and
- The constraints imposed by the pandemic and supply chain shortages seem to continue to stifle travel, reduce attendance at industry events, and generally make every activity more costly, more cumbersome and more time-consuming.



It's no wonder marketing communications and PR professionals are frustrated.

Amidst this environment, you must ask yourself: Wouldn't it be a whole lot easier and more predictable to put earned media on the back burner, and rely much more heavily on paid and owned media, where you can control the message, the timing and the frequency?

YES, it might be easier ... but it's not more effective for your brand. And it's not just us saying that.

In a recent piece in [PRWeek](#), a panel of senior communications executives at some of the world's top brands talked about the unmatched power of earned media.

To read the full post, visit: <https://bit.ly/31GbYlz>

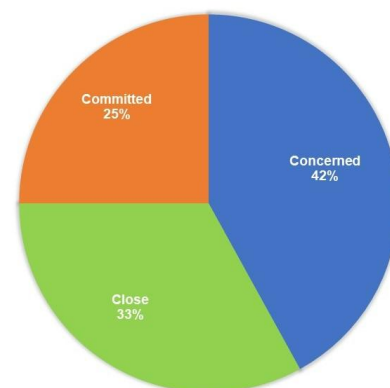
## What Kind of Client Are You?

Concerned? Close? Or committed?

Amidst the challenges of the COVID-19 pandemic, supply chain issues and continued marketplace uncertainty, the attitudes of marketing agency clients are diverging into three distinct categories, according to the recent 2021 Agency Edge Research conducted by the [Agency Management Institute](#) and [Audience Audit](#).

In the study, some 1,247 agency clients in the United States were surveyed about their attitudes toward marketing, business and the agencies they choose.

And while the survey is conducted each year to help agency owners to better understand clients, their preferences and their motivations, we think it can also be helpful for clients to use in identifying their drivers and needs in the agency selection process.



Check out the summary of what we found most interesting among the results of this study, here: <https://bit.ly/3Af1OMc>

# Bianchi PR Assists ZeroSum with Launch



**AUTO-STREAM**

Bianchi PR recently helped ZeroSum – an industry leading provider of software, data and marketing automation services to the automotive industry – announce that they have launched Auto-Stream, a first-of-its-kind platform that utilizes real-time data to assist auto dealers and marketers with the transition from traditional TV to over-the-top (OTT) and connected TV (CTV) advertising to drive faster auto sales and lower advertising costs.

For many auto dealers looking to make the switch to OTT and CTV, barriers such as OEM brand standards, lengthy turnaround times and costly production make it difficult to do so efficiently. Auto-Stream eliminates these barriers, all with the push of a button.

Check out all the details about it here: [ZeroSum Launches Auto-Stream: World's First High-Performance OTT/CTV AI-Driven Advertising Platform for Auto Dealers & Marketers](#)

## Our Latest Meet the Media Profiles

Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a key journalist that covers our clientele. Here are the latest posts:



- [David Sickels, Editor of The Buzz & Senior Editor of Tire Review & Fleet Equipment](#)
- [John Irwin, Reporter at Automotive News](#)
- [Kurt Nagl, Manufacturing Reporter at Crain's Detroit Business](#)

## BPR Adds 3 PRGN Partners in the Middle East & Spain

Bianchi PR's global reach has grown as three new agencies in the Middle East and Spain have been added to our global network, PRGN.

This enhances our ability to serve clients throughout the world and raises the number of member agencies in our network to 52, adding local PR and communications expertise at offices in Dubai, in the United Arab Emirates; Tel Aviv, Israel; and Madrid, Spain.

Our new Dubai-headquartered partner agency is [NettResults Middle East](#), a results-oriented PR and marketing company. Specializing in technology clients, NettResults' team of fully bilingual professionals serves clients in the Gulf Cooperation Council (GCC) countries of United Arab Emirates, Kingdom of Bahrain, Kingdom of Saudi Arabia, Sultanate of Oman, State of Qatar and State of Kuwait.

**NettRESULTS**  
international marketing & public relations

**KAMIR**



Adding presence and local expertise in Israel is the Tel Aviv-based PR agency [KAMIR](#). KAMIR is a strategy consulting firm which specializes in the management of complex stakeholder issues. From formulating the engagement strategy all the way through analysis, planning and stakeholder mapping to implementation, KAMIR offers a wide range of services to help clients achieve their goals.

In Spain, our new PRGN partner is [PRGarage](#), a public relations firm based in Madrid. The company began as a technology focused B2B & B2C PR agency and has significantly expanded its staff and clientele.

We echo the words of our PRGN president: "We are excited to welcome NettResults, KAMIR and PRGarage to the PRGN family of globally connected communications professionals. This is a great start for our 30<sup>th</sup> anniversary year our network plans to celebrate with new programs and initiatives," said [Alexandra Diniță](#), President of PRGN and general manager of [Free Communication](#) in Bucharest, Romania. "All three agencies will help PRGN to better serve both local and international clients in these

key markets. These new members extend and enhance PRGN's international coverage and add to the expertise and service capabilities of our network.”

[Click here](#) to learn more.

*If you need expert local PR support in the Middle East or Spain – or 50 other major markets around the world - contact Jim Bianchi at 248-269-1122 or at [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com).*

