

CONNECTIVE3



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Intro

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Unlocking EU markets: The native insight advantage



European media landscape

Diverse media structure

- Different countries have unique media infrastructures and consumption habits
- Varying numbers of publications, both print and digital, with significant contrasts in media saturation.

Trust and news consumption

- Levels of trust in media differ by country (e.g., Scandinavian countries have higher trust vs. others).
- Platforms vary: some markets favour mobile over desktop, others still have strong print readership.

Contact preferences

- Journalists' preferences and response times differ widely; knowing whether phone or email works better can impact PR success.
- Press expectations and editorial standards can vary, influencing story interest and pitch timing.

Setting KPIs

- Understanding the media landscape helps set realistic KPIs—important for managing client expectations.
- Examples: The UK has a high journalist count and publication volume, whereas smaller markets like the Netherlands or Austria require targeted and more personalised outreach.

Local vs. National Focus

- Some countries have a strong regional press that values local stories (e.g., Germany), while others lean more toward national coverage.





Language & authenticity

The importance of language and dialects

Beyond translation

- Mastering local dialects and expressions enhances connection and trust with audiences.

Building authenticity

- Using regional phrases or cultural references makes campaigns feel more genuine and relatable.

“Going local” matters

- A localised approach resonates more with consumers, reinforcing trust and authenticity in the message.



Do's

1

Research the media landscape:

- Do your deep dive on Ahrefs, create a list with high DA/ DR publications, read into some articles to understand the writing styles.

2

Use native speakers familiar with the media landscape:

- Cultural differences that you might just know from growing up in the country can make a massive difference to your campaign, even in the planning stage.

3

Engage with journalists in target markets:

- Add them on LinkedIn, put a face to the name.
- If you're in the area, take the journalists for a coffee.
- Go to networking events.

4

Know your newsjacking opportunities:

- Create Google alerts for your relevant markets for relevant keywords, ideally you get notifications from local publications



Don'ts

1

Expect immediate results:

- Good things take time and some markets have a longer lead time than others.

2

Compare to the UK market:

- Size, population, media consumption – not everything that works in one market works in another as well.

3

Recycle campaigns across countries:

- Journalists will know, if the topic isn't really targeting them and the likelihood of coverage will decline.

4

Give up too soon:

- Try speaking to natives, double check if your content is relevant, try a re-angle. There is no one-fits-all approach to digital marketing.

Hyper-localised campaigns in action

SumUp Easter Bunny chocolate inflation

By closely monitoring German media trends, the team spotted a spike in chocolate prices last year, quickly creating a proactive campaign on rising prices for chocolate Easter Bunnies. This straightforward yet effective campaign highlighted the advantages of native speaker insight and familiarity with the media landscape.

loveholidays Christmas market price comparison

Knowing that Christmas dominates the news in November and December, the team developed a data-driven campaign focusing on Christmas markets across Germany. They analysed price trends for Bratwurst and mulled wine from 2018 and 2023, calculating the rate of increase over time. Outreach then was tailored to local publications by highlighting relevant insights, such as identifying the most expensive and most affordable Christmas markets. This proactive approach, combined with deep knowledge of the media landscape, timely topics, and journalist preferences, resulted in strong coverage and valuable links.



7
Links in 24 placements



3
Links in 55 placements

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Ready to get started?
Contact us today

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