



Speaker

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You're missing a trick if you're not
internationalising your PR campaigns

My actual credentials

Source:

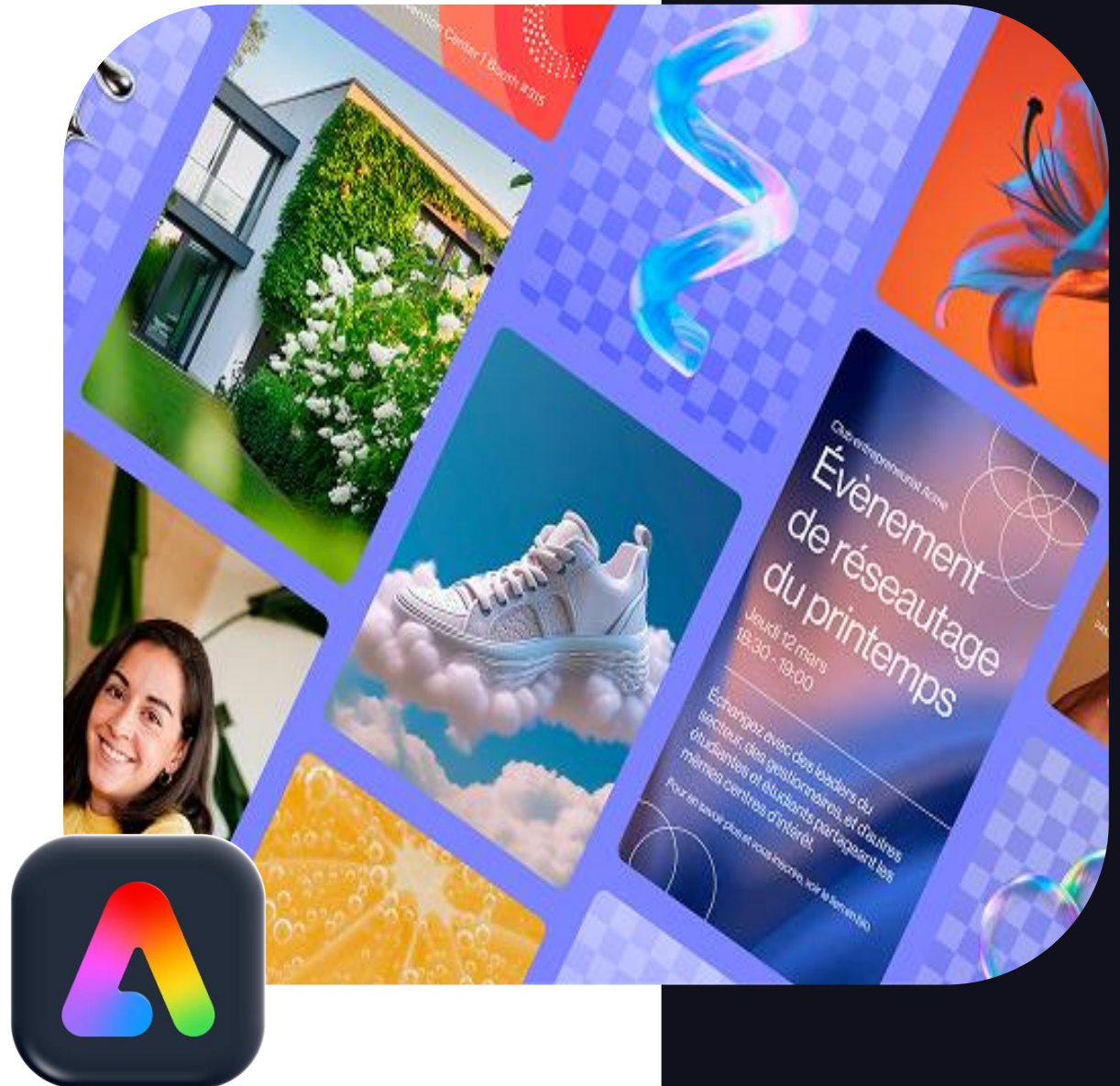


Don't just take my word

“I am very happy with the delivery in terms of media placements, and reassuringly, they are particularly strong on campaign workflows, tracking, and processes.”

Anton McCarthy

Senior SEO Manager, Adobe



The challenge

One brand, three different media markets (UK, FR & DE)

- **Different audiences**

What interest readers can vary between markets.

- **Different media expectations**

Journalists need relevant evidence and a reason to cover the story.

- **One recognisable brand**

Every angle still needs a clear connection to Adobe Express.



The approach

A shared idea, local data & local delivery

One strong campaign idea can create relevant stories across several markets.

- **Shared idea**

A topic connected to the brand that matters across markets.

- **Local data**

Findings that give each audience a relevant story.

- **Local delivery**

Specialists who adapt the headline, context and outreach.



The campaign

Happiest industries

- 1 The shared idea:** What makes people happy at work?
- 2 The local story:** Research explored job satisfaction across the three countries, including differences between sectors and regions.
- 3 The brand connection:** The career theme provided a relevant context for Adobe Express's CV tools and resources.

Takeaway: A shared human interest can support several locally relevant stories.



The results

450+

Editorial results
since 2025

55

Avg. DA

82 % of scored brand mentions
were prominent

+28.1K

Google AI Overview
citations

SEO visibility increase

DE

+177%

FR

+166%

UK

+27%

Hypothetically speaking...

The shared idea

Help people get more from their holiday budget – without losing out on what makes a trip special

The local insight

Research travellers in your target market: priorities, where they cut back and what feels worth the spend.

The local story

Build each market's headline around its strongest finding, supported by local examples and relevant brand expertise

Same brand promise. Different local angles.

Make your expertise part of the story
(for readers and AI summaries).

Takeaways

Three ways to make your PR travel

- 1 Find a universal truth:** Start with something your brand understands and audiences across markets care about.
- 2 Make it local from the start:** Build local insight, research and expertise into the planning – not just the translation.
- 3 Keep your identity:** Adapt the story to each market. Keep your brand's voice, values and expertise central.



Go international, stay yourself

- **Adapt** your story to the market.
- **Keep** what makes your brand yours.



Thank you for listening!



Feel free to connect with me on LinkedIn!