

# THREE LITTLE PIGS



ELLIOT & C 

 alpha story



7

Active  
Years

40

Team  
Members

>2500

Satisfied  
Clients

>20,000

Features  
Secured

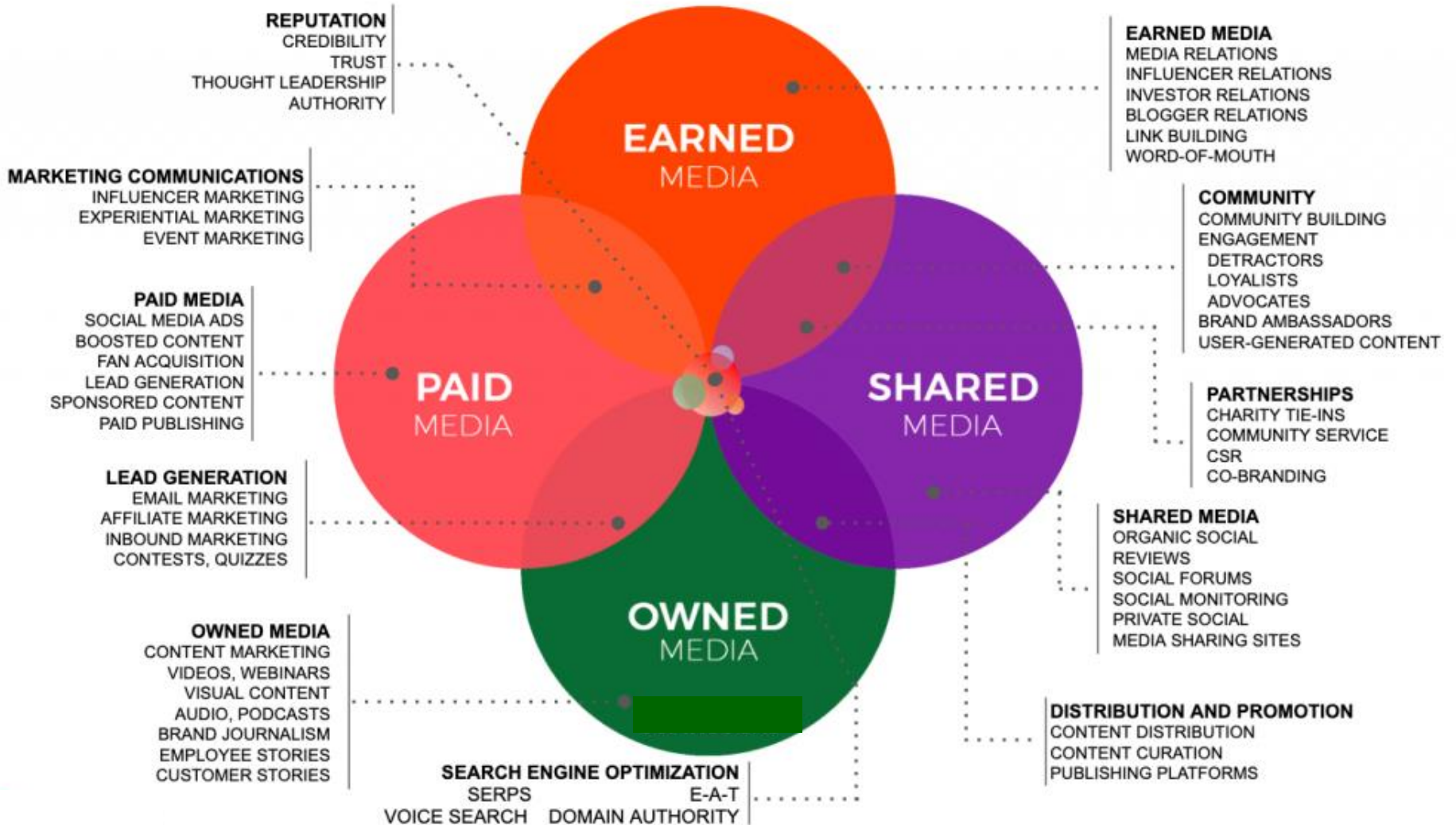


# \* A Glimpse of Our Clients



# \* Communications Trends Going into 2024

- Measuring trust is your receipt to mastering trust
- Knowing your perfect blend of paid, earned, owned and shared media channels will help you create great measurements for trust



# \* Communications Trends Going into 2024

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- Knowing your perfect blend of paid, earned, owned and shared media channels will help you create great measurements for trust
- The media newsrooms are getting smaller and faster with speed of the essence – AI Tools can be your ally
- AI's role in the new digital era must do 2 things – safe cost and time while delivering close to industry standard expertise
- The role of agencies/partners is to fuel a stronger strategy around your authentic brand while harnessing AI tools
- TRUST is everything





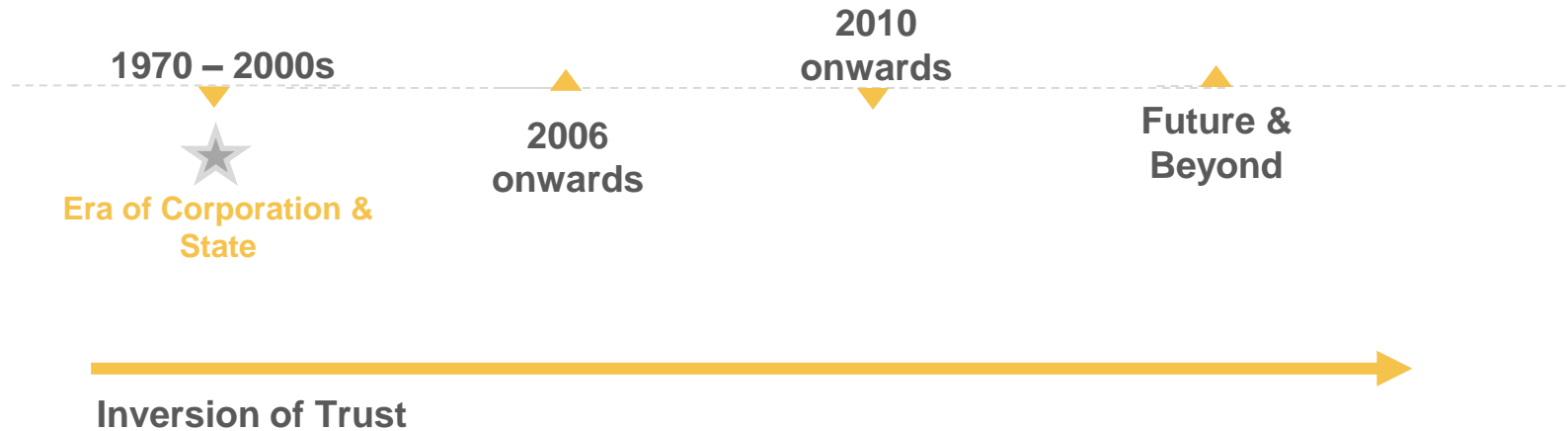
# \*The Trust Pyramid



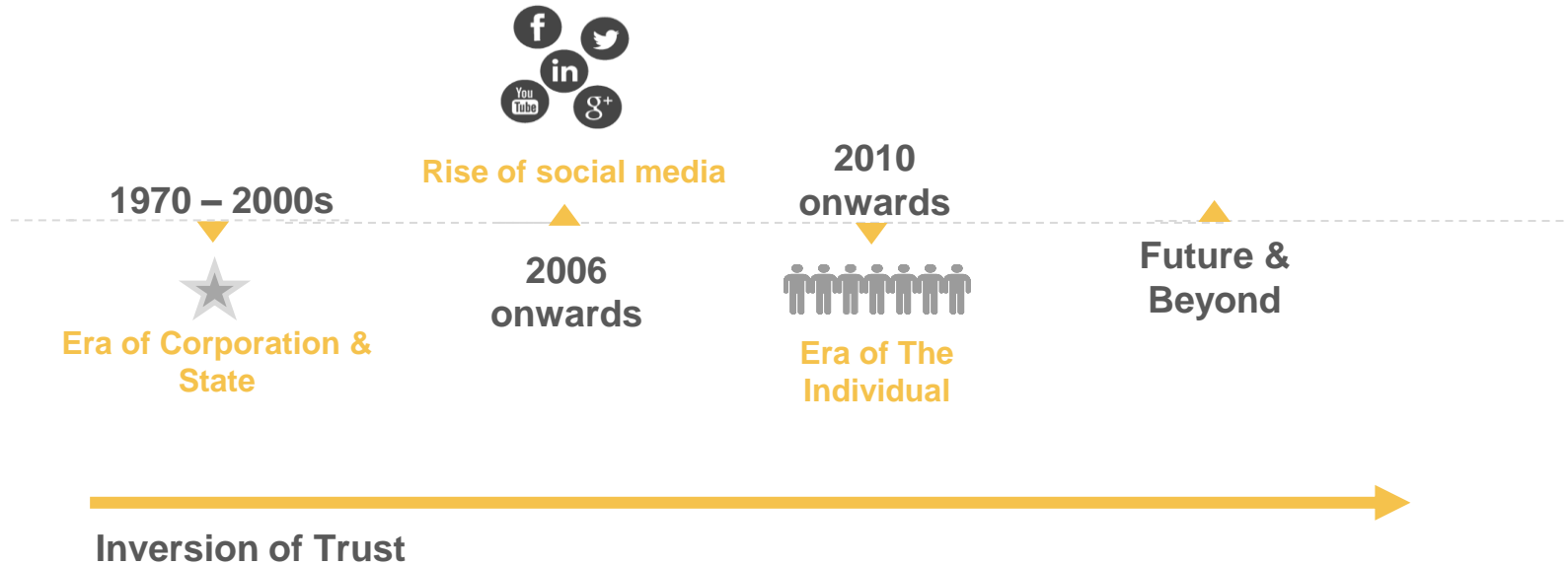




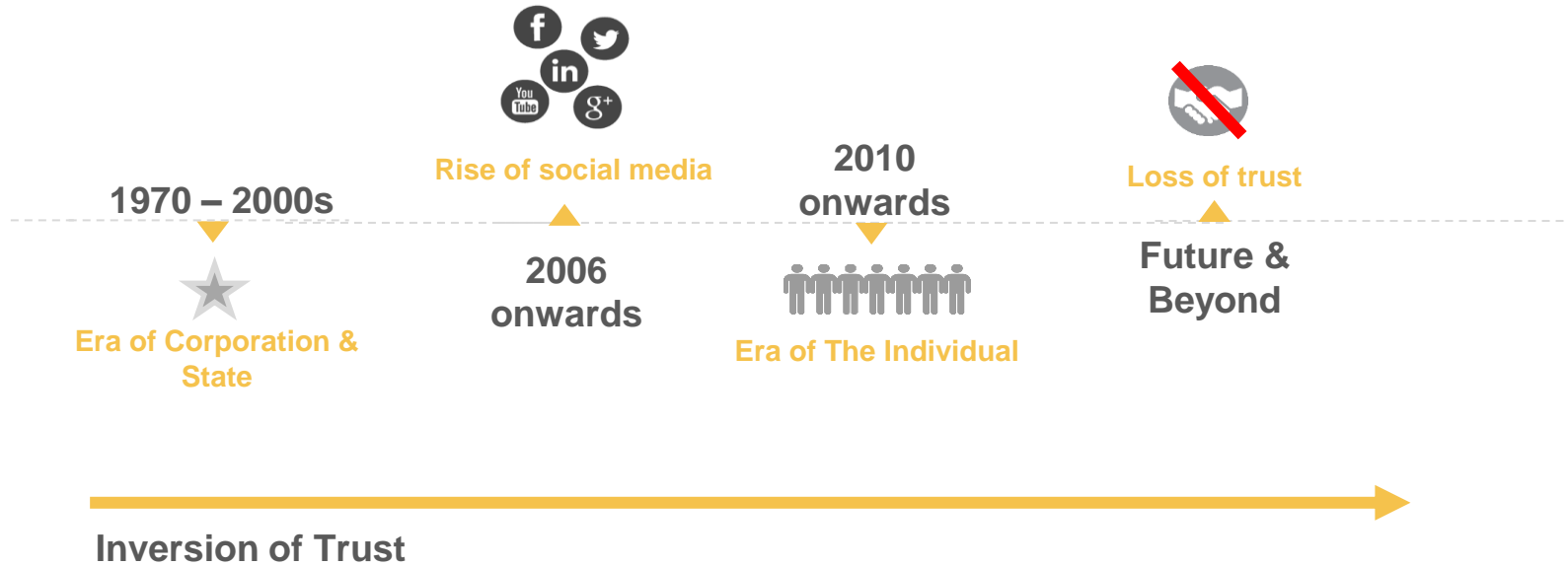
# \* Timeline of Trust



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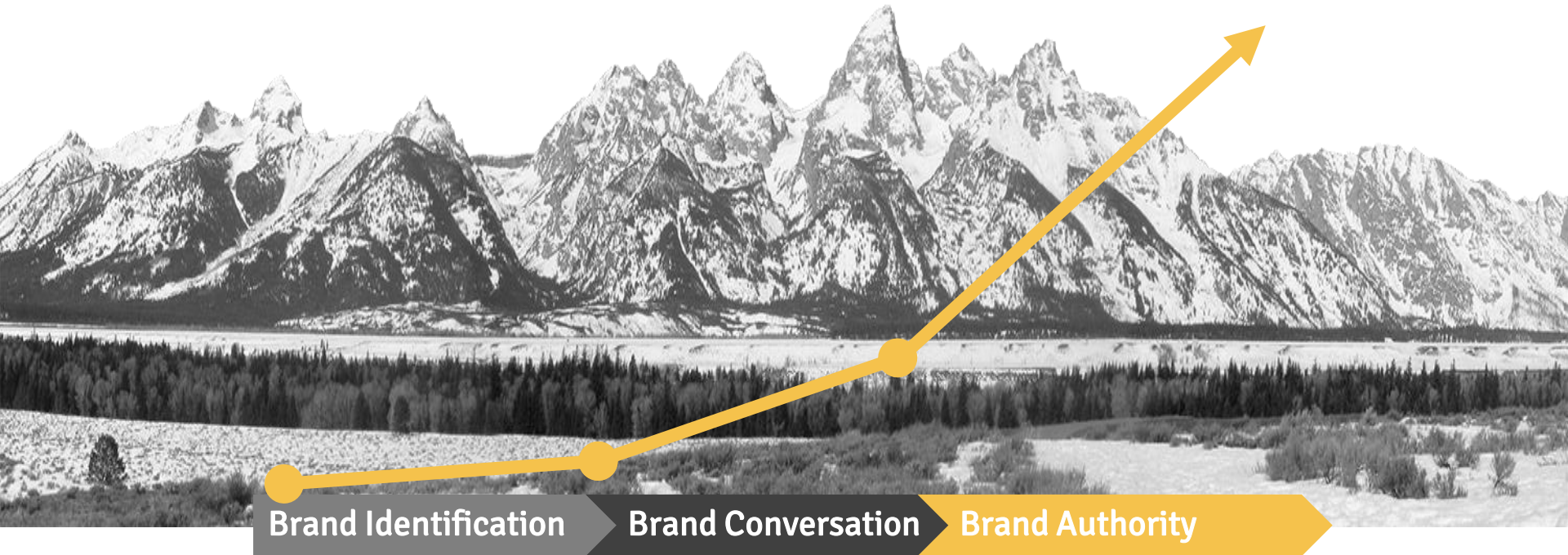


# \* Timeline of Trust



# \* The 3 Things That Matter

## The Brand Credibility Stack



Brand Identification

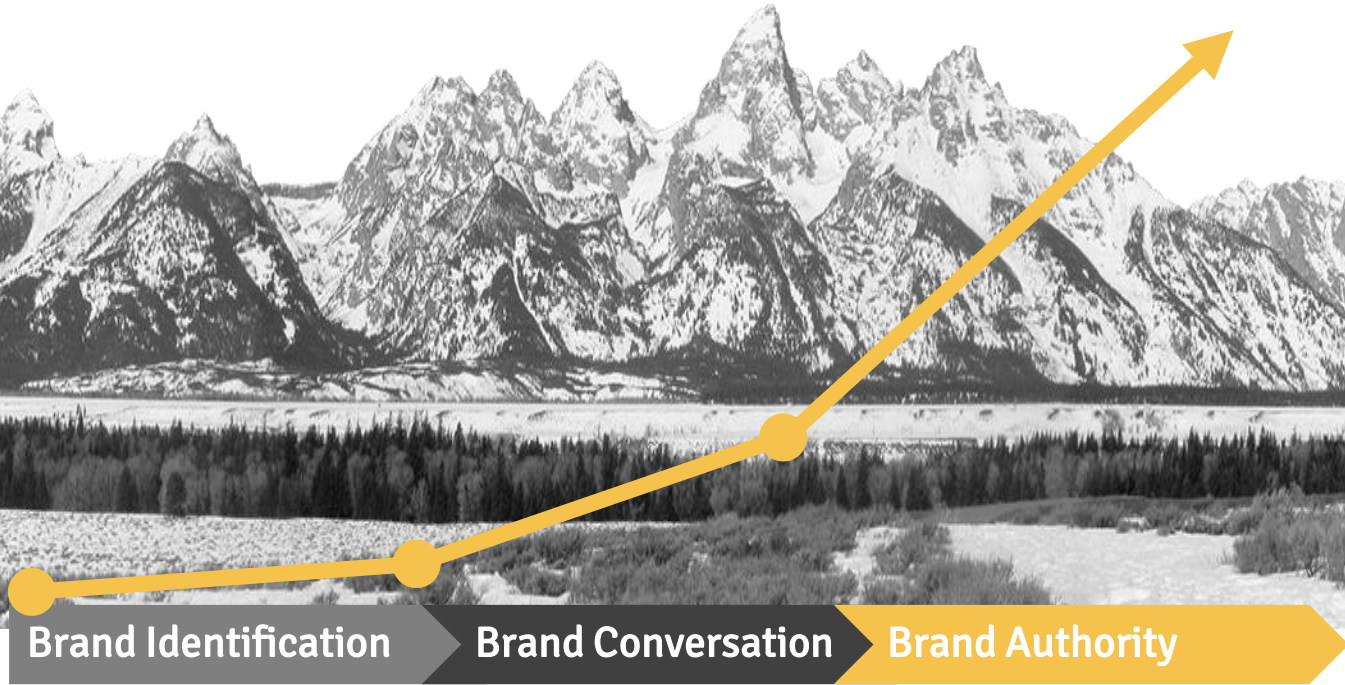
Brand Conversation

Brand Authority



# \* The 3 Things That Matter

The Brand Credibility Stack



Brand Identification

Brand Conversation

Brand Authority

“Who are they?”

↓ 32 BLOCK 86

Advertisement for a service, possibly related to the building's management or a nearby business. Includes a phone number 3271836.

Advertisement for 'SBI' (Singapore Business Insurance) featuring a house and the name 'JAMES NG' with phone number 8777 9933.

Advertisement for 'Curtain' services, listing prices for various types of curtains.

Advertisement for 'SBI' with phone number 3271836.

Advertisement with a 'no smoking' symbol and text in Chinese characters.

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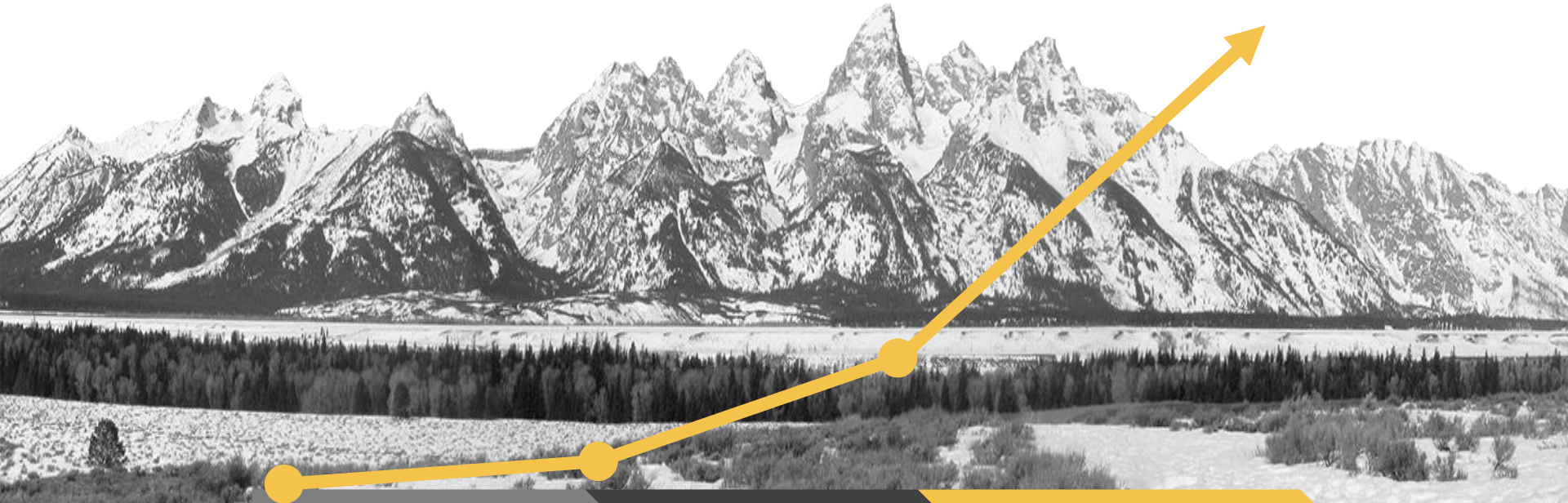
Advertisement for 'SBI' with phone number 3271836.

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A dense collage of advertisements and notices on the right wall. Visible ads include 'KAISOON', 'Dragon King Movers', 'Year End Do More' (年终大促销), 'MUGO', and 'United'. A large white paper cutout is also present.

# \* The 3 Things That Matter

The Brand Credibility Stack



Brand Identification

Brand Conversation

Brand Authority

“Who are they?”

“I Know Them”



MORE DATA?

20 GB

for

\$

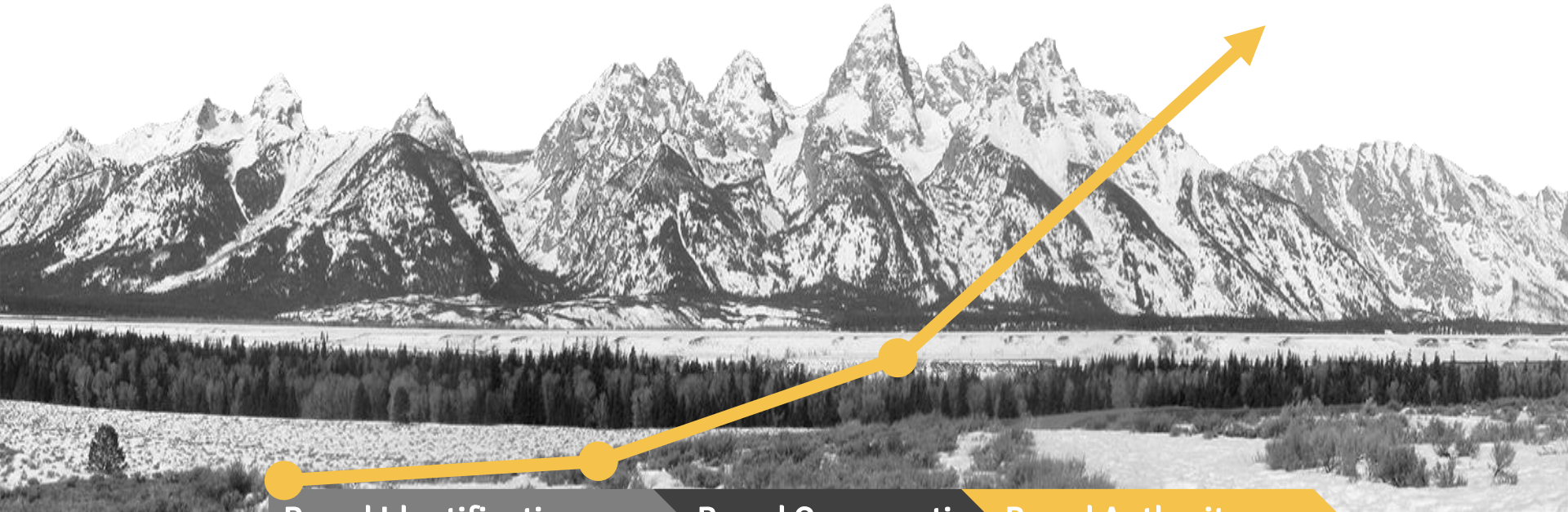
20

On top of  
your base plan.

FIND OUT MORE

# \* The 3 Things That Matter

The Brand Credibility Stack



**Brand Identification**

**“Who are they?”**

**Brand Conversation**

**“I Know Them”**

**Brand Authority**

**“I Need Them”**

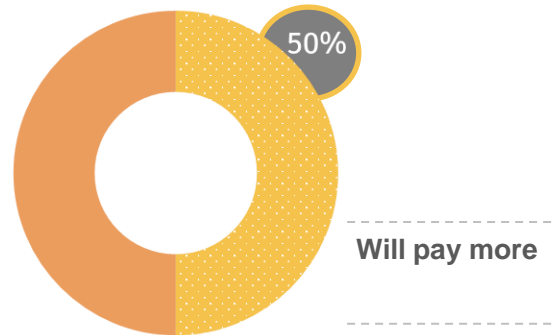
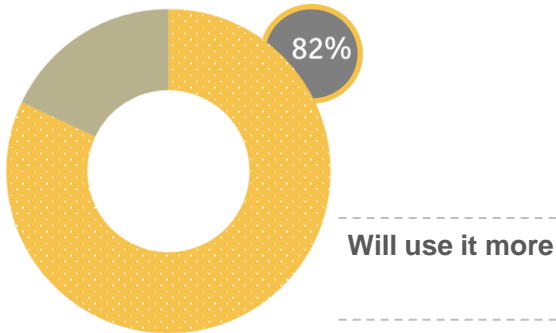
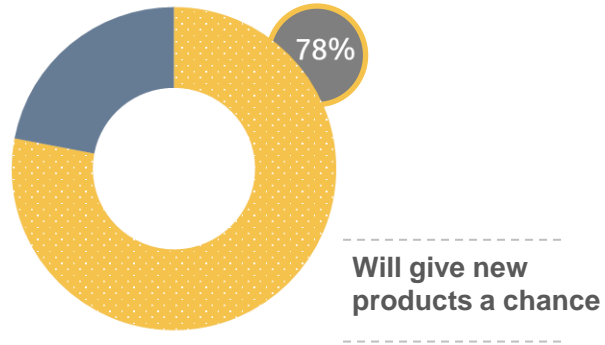
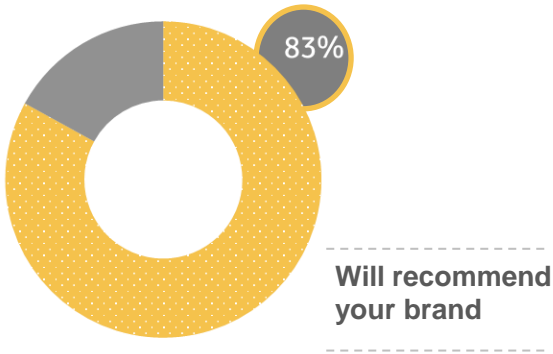


*McCafe*

McDonald's



# \* Currency of Trust



\*5 Steps to  
Become a  
Media Darling







# \* Know Your Audience



# \* Know Your Audience



# \* Know Their Desires



# \* Make An Impression



Prepare yourself  
extensively

Be VERY  
memorable

Ensure your key  
messages are  
shared

ELLIOT&C<sup>o</sup>

8-STEP

# MEDIA ATTENTION CHECKLIST

PIVOT YOUR BUSINESS ABOVE  
THIS PANDEMIC



## 8 STEP CHECKLIST

- 1** Understand your brand's value proposition and articulate it clearly in 2 lines
- 2** Develop Killer Headlines to capture journalists' attention
- 3** Write a highly compelling First Paragraph to 'Wow' journalists
- 4** Let your pitch content show the HUGE value the industry gets from your firm (No hard selling!)
- 5** Figure out the top 3 media titles relevant to your target audience (besides The Star and the other 'big boys')
- 6** Shortlist the most relevant journalists in your industry to email
- 7** Ace your interview with journalists: get key stories across and keeping it highly positive
- 8** Success! But... is a one-time effort powerful enough to distinguish you as an authentic thought leader in your industry?



# Thank You!

**Any *questions* ?**

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